PRINTERS' INK

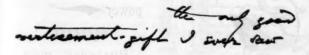
A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE St., New YORK.

VOL. XII.

NEW YORK, MARCH 27, 1895.

No. 13.



Advertisers have long inquired for an advertising Thermometer novelty that is attractive, mailable and cheap.

Mr. J. E. Powers, of 54 Wall St., N.Y., says:

"Your card thermometer novelty for Vacuum Oil Co. is about the only good advertisement-gift I ever saw; and it is extremely good, if the advertiser does his part as well as you do yours."

To a limited number of canvassers, with satisfactory references, we will pay liberal commission. Send to cents in stamps for sample.

nunu

We've Struck It.

nunu

Taylor Brothers Company,

MANUFACTURERS OF THERMOMETERS FOR ALL PURPOSES,

ROCHESTER, N. Y.

Were You a Country Boy?



Don't all the folks read the local paper

We have 1,400 of the m—they are a power

Business men, country born, do not sneer at the country weekly.

They know how powerful it is and the influence it wields.

They respect its opinions and desire its good wishes. It can easily make or break a man.

Its advertising columns are powerful if persistently used.

They will create a demand and maintain that demand.

There is no substitute for the local weekly.

More than one-sixth of all the readers of the United States, outside of large cities, are reached weekly by the 1,400 local papers of the Atlantic Coast Lists.

Half a cent a line a paper for transient advertising, quarter of a cent if 1,000 lines are engaged.

One order, one electrotype does the business.

Catalogue for the asking.

ATLANTIC COAST LISTS,

134 Leonard Street,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XII.

NEW YORK, MARCH 27, 1895.

No. 13.

SOME SCHOOL ADVERTISING.

COMMENTS AND CRITICISMS ON SOME OF IT AS IT APPEARS IN A CURRENT NUMBER OF A PROMINENT MAGA-ZINE—MOST OF THEM ARE WANT-ADDISH AND UNINTERESTING, AND OTHERS ARE ILLUSTRIOUS EXAM-PLES OF CONDENSED EFFECTIVE— NESS.

There are two pages of "schools and colleges" in the March number of the Review of Reviews. They are carefully classified as "Universities and Colleges," "Academies and Preparatory (girls)," "Academies and Preparatory (boys)," "Military," "Musical," and "Commercial Colleges," and bear a close resemblance to the classified ads in daily newspapers. None of these are over an inch in length, and the majority of them measure about seven lines. At first glance one is impressed with an uninviting sameness of language and typography-of which these ads are fair samples:

NEW JERSEY, Summit.

The Kent Place School for Girls.

All departments. Advantages of New York. Home comforts for boarding pupils. Principal, Miss WATTS, late of The Cambridge School. The SUMMIT SCHOOL CO., HAMILTON W. Mabik, President.

NEW YORK, Clinton.

Houghton Seminary

For Young Women affords best facilities for scholarship, culture and sound moral training, amid pleasant, healthful surroundings. College preparatory. A. G. BENEDICT, A. M.

NEW YORK, Waterloo.

Young Ladies' Home School.

Superior advantages. Art, Music, French. S. ELIZABETH COOK.

New York, New York City, 2034 Fifth Ave. (Formerly at 1961 Madison Ave.) Classical School for Girls.

Reopens Oct. 2.

EDITH H. GREGORY, Principals.

MASSACHUSETTS, Natick.

Walnut Hill School.

WELLESLEY PREPARATORY.

Seventeen miles from Boston: Students carefully prepared for Wellesley and other colleges for women. Number limited.
MISS CHARLOTTE H. CONANT; Principals.
MISS FLORENCE BIGGLOW,

Оню, Cleveland, 1000 Prospect Street.

Miss Mittleberger's School for Girls.

Prepares for all colleges open to women. Reopens September 25.

NEW YORK, New York City, 30, 32, 34 East 57th Street.

Miss Peebles and Miss Thompson's School for Girls.

Pennsylvania, Ogontz.

Ogonts School for Young Ladies.

Established in 1850. Twenty minutes from Philadelphia, two hours from New York. For circulars and reports apply to Principals, Frances E. Bennett, Sylvia J. Eastman.

NEW YORK, Eddytown.

Starkey Seminary.

Co-educational. Thorough College Preparatory courses. Music, Art, Elocution and Commercial departments. Ample buildings. New gymnasium. Steam heat. Moral surroundings. Two miles from any saloon or gambling house. Send for Announcement. 55th year. Frank Carney, Principal.

New York, Irvington-on-Hudson.

Miss Bennett's School

For Boys and Girls begins its fifth year September 19, 1894. School building especially constructed for school purposes, well lighted, heated and ventilated. Full courses from primary to college preparatory. Fifty-five pupils earolled for 1892-94. A beautiful home with large grounds: accommodates 14 boarders. Resident English, French, German and music teachers. Individual attention made possible by the limited number.

NEW YORK, New York City, 113 West 71st Street.

West End School (for Boys).

Thorough Scientific and Classical courses.
Military drill. Complete gymnasium in
charge of thorough instructor. Six resident
pupils taken in the Principal's family. Send
for circulars. CHRSTER DONALDSON, Prin.
JONATHAN DICKINSON, JR., ASSOCIATE Prin.

CONNECTICUT, Bridgeport.

The University School.

Prepares for the leading universities. Four resident pupils are under the personal care and guidance of the Head Master. School year begins May 1, 1895.
VINCENT C. PECK, Head Master.

I am not sure that the policy of condensation by which all these ads are characterized is a bad feature. Probably the school teacher figures that every person who reads these advertisements will send for further information to each one of the institutions which comes under the general classification in which he is interested, and then the catalogue will be able to get

in its deadly work.

This assumption has some force, but would in no way justify such an absolute absence of alluring details as appear in the advertisement of Miss Cook's Young Ladies' Home School, or the Classical School for Girls, or Miss Mittleberger's School for Girls, and the great majority of these ads. For instance, here is an advertisement that has a certain snap and style to it, and actually gives some interesting information that would certainly make the average parent want to write for that sixty-page book.

Connecticut, Fairfield Co., Brookfield

The Curtis School for Young Boys.

\$500. soth year. My 60-page book tells what education means for a boy here. Development of character stands first with us. No new boy over 13. FREDERICK S. CURTIS, Ph.B. (Yale, '66).

It is business from beginning to end. The price comes out straight from the shoulder, and has the effect of shutting off those who would not care to pay this figure. "20th year" is the proof of established success. "My sixty-page book tells what education means for a boy here," is worth half a column of expatiation, especially when followed by that alluring statement regarding development of character. "No new boy over thirteen" also conveys valuable information, and gives a clue as to Professor Curtis' idea as to the formative period in juvenile character, be-side containing the tacit assertion that he does not propose to take any chances of either contaminating the atmosphere of his school or demoralizing its discipline, by admitting boys past the age at which he has invariably found them tractable.

Another good ad is the following:

MASSACHUSETTS, Bradford.

Bradford Academy.

For the higher education of young women. Buildings unsurpassed for comfort and health. Twenty-five acres—twelve in grove; lake for rowing and skating. Classical and general course of study; also, preparatory and optional. Year commences Sept. 12, 1894. Apply to Miss Ida C. Allen, Principal.

It presents an attractive picture. What young woman would not be allured by it?

A MORAL POINTED.

But it teaches a deeper lesson than this. It serves to point the moral that in advertising it is not wise to rely upon the name alone. Bradford Academy certainly would be a name to conjure by being synonymous with all that is highest and best in academic education for girls; a name that would certainly prove much better advertising than nine-tenths of those which are printed on the same page, for but few of them convey anything of either reputation or association to the mind of the average reader. Probably here and there through the country each school has its friends, but there are not six in the list with a national reputation as high as that of Bradford Academy. Yet Bradford Academy deems it judicious not to rely alone upon its name, but to give a terse statement of some of its superiorities and attractions, not forgetting the athletic side, which, by the way, is becoming more and more of a feature in educational institutions aiming to turn out well developed women in the broadest sense-physically, intellectually and mentally.

A GOOD WESTERN AD.

Here is an advertisement from the Northwest, that seems to have a number of good points:

MINNESOTA, Minneapolis.

Stanley Hall.

A boarding and day school for girls. Fourteen instructors, nine resident; apo students. Full courses in Music, Art and Languages. Two years beyond College Preparatory Courses. Offers scholarship (value \$400) to Bryn Mawr College. For catalogue address Miss Ollve Address Ewes, Principal.

It certainly does not leave everything to the catalogue.

And speaking of catalogues, very few of the school advertisements make any mention of them at all, probably under the assumption that every one knows that every school issues a catalogue, and therefore will know enough to send for it without being told to. Perhaps this is true; probably those people who are sufficiently advanced in educational matters as to wish to send their children away to an academy or college do know that these institutions invariably issue a catalogue every year, but it does not follow as a matter of fact that the bare name and address of a school printed in a magazine will induce people to take the trouble to write for a catalogue.

A NATURAL INFERENCE.

Perhaps the man who reads an advertisement, merely giving the name of some educational institution of which he never heard before, might say to "If those people expect me to take any interest in them, they ought to tell me something about themselves. If they possess an adequate knowledge of the English language and the uses to which it may be put, they certainly will be able to say something of value regarding that subject in which they are supposed to be most deeply interested, and regarding which they wish to create in me a similar interest. If they are so non-progressive or neglectful as to confine their advertising to such bare, unadorned statements as these, they demonstrate a lack of mastery over the English language, and I think I prefer to send my boy somewhere else-perhaps to Professor Curtis, who seems to have some ideas of his own, and isn't afraid to express them-and my girl to an institution that has some tangible attractions which it is not afraid to announce to the general public. I haven't time to bother with writing to institutions whose announcements bear no prima facie evidence of ulterior interest, and therefore I will write only to Professor Curtis and Miss Allen."

This may not appear a very probable course of reasoning for a parent who is reading school advertisements for the purpose of being influenced in his choice of a place for the education of his children, but it is very true to life, and advertisers in other lines have long since learned how to appeal more forcefully to those whose dollars they expect to capture than the school advertisers do.

A LESSON FROM OTHERS.

School advertisers can afford to take contain nothing to chain the attention. a lesson from these people. Why should not the school advertisers pursue display and explanatory methods?

By display methods I mean using the eloquence of type to emphasize ideas that will serve to attract the public eye, or to accentuate the peculiar points of excellence possessed by the institution advertised, for it is an axiom in advertising that persistently advocating the superiorities of the advertised article gives it its prestige, its popularity and its prosperity. This axiom is just as true of school advertising as any other. Professor Curtis quoted above recognizes it when he says, "Development of character stands first with us." And Miss Allen recognizes it when she mentions those "buildings unsurpassed for comfort and health," and those "twenty-five acres-twelve in grove; lake for rowing and skating.

USING DISPLAY TYPE.

But none of the school advertisers in the Review place their distinctive superiorities in display type, and if one is to discover wherein one school claims to be better than another, he must read every advertisement from beginning to end, a burden of toil the shrewd and considerate advertiser in other lines does not allow to descend upon the shoulders of the reader. On the contrary, advertisers in other lines have found the most profitable advertising is the kind that brings out the name of the article and its peculiar virtue in such a way that the mind of the reader grasps both instantaneously and unconsciously when his eye scans the place where the advertisement appears. For instance, Royal Baking Powder is always "absolutely pure." Ferris Hams and Bacon are "A Little Higher in Price, but—." The DeLong Hook and Eye is indelibly associated with "See that hump," and the Kodak Camera attained its popularity by the aid of "You press the button and we do the rest.

SPLENDID OPPORTUNITIES.

Think what an elegant display line Professor Curtis has in "Development of character stands first with us. Think of the opportunities for varying an opening display line—"No new boy over thirteen" would make an excellent opening, and attract any number of readers who now skip his ad and all the other school ads, because they

There are a hundred ways in which the average school can use a little display in its advertising without increasing its space or decreasing its dignity. and some throw in the advantages of a Half the advertisements in the school department of the Review speak of "home comforts for boarding pupils." Why would that not make an excellent display line-something that would give that first impression which is so lasting and so influential? Others mention that certificates admit to various colleges, Princeton, Wellesley, etc. Why would that not make an excellent heading-"certificates admit to Yale," for instance, or

"Is Your Boy Going to College?

Then send him to Cascadilla School, which President Schurman, Cornell University, says 'is one of the best preparatory schools in this country.' Thorough preparation for engineering, technical, classical and special courses in all colleges; certificates admit to Cornell, for which it is the leading fitting school. Small classes and instruction for the individual. Tuition and home, \$625. Send for catalogue. C. V. PARSELL, A. M., Principal."

This I submit as an improvement on the following clipped from the Review:

NEW YORK, Ithaca. Cascadilla School.

Tuition and home, \$625. Leading Fitting School for Cornell. Full and thorough preparation for engineering, technical, classical and special courses in all colleges. Small classes. Instruction for the individual. "I believe the Cascadilla School to be one of the best preparatory schools in this country."—J. G. Schurman, Prest. Cornell University. Address C. V. PARSELL, A. M., Principal.

Perhaps it might be better, since Cascadilla School fits specially for Cornell, to head the advertisement:

Is Your Boy Going to Cornell?

Send Your Boy to Cornell.

Have him fitted at the Cascadilla School. Cornell is the best college in New York State, and Cascadilla is Cornell's leading fitting school.

This would advertise Cornell, tend to increase its patronage, make it more friendly, if possible, to the Cascadilla School, which would be benefited both by the direct and the indirect advertising secured by this method.

SOME SUGGESTIONS.

Some schools advertise scholarships at various colleges, others make a specialty of music in connection with classical, art and calisthenic training,

health resort as a sort of an extra inducement, for instance :

New Jersey, Lakewood. The Oaks.

A Family School for Young Ladies and Girls. College preparation, or special course. Music, art, calistenics. Resident native language teachers. Specialities, health and out-door life. Indorsed by leading physicians ano educators.

The Missas Farrington, Principals.

This advertisement offers a dozen opportunities for special display. Family School" would make an excellent heading; so would "Resident Teachers," or Native Language "Health and Out-of-door Life," or "Health and Education," or "A Health Resort and School Combined."

A Strong Mind In a Strong Body

is the prime essential of success in this age of keen competition. Secure a sound education and sound health for your daughters by sending them to THE OAKS. College preparatory and special course family school for young ladies and girls, at Lakewood, the famous health resort of New Jersey. Music, art, calisthenics; resident native language teachers. Write for additional facts.

The Misses Farburgton, Principals

THE MISSES FARRINGTON, Principals.

This by no means exhausts the opportunities that lie in that one ad. Take for instance the words "A Family School," and several changes may be rung with excellent effect, such as "Your Daughters will have Home Influences at The Oaks," or "All the Advantages of a Refined Family Environor "Refined Family Associament, tions Assured."

COMMERCIAL COLLEGES.

The New York Business College, which comes under the head of "Commercial Colleges," and The Eastman College, which comes under the head of "Universities and Colleges," appear to be the only advertisements in the school department of the Review that are displayed with any force. They look strong and business-like, do they not?

WYORK BUSINESS COLLEGE.
Mt. Morris Bank—Bookkeeping, Banking, Corvespondence, Stenography, Typewriting, Penmanship, Academics, Modern Languages, etc. For catalogue address
Carrington Gaines, 8x East 125th Street, New
York, N. Y.

PASTMAN COLLEGE the most celebrated practical school in America. Bookbeep-raphy, Tybewriting, Penmanship, Academics, Modern Languages, etc. For catalogue address

CARRINGTON GAINES, Box CC, Poughkeepsie, N. Y.

They need no improvements, probably are susceptible of none, in their present space. If they were to be expanded, excellent opportunities would be offered for appealing to young men to secure the solid advantages of a business education. Horace Greeley's famous remark concerning the other kind of college men might be quoted to advantage, and, if the space were large enough, a cut might be used to advantage, showing what a beautiful place Eastman College, Poughkeepsie, is; and much might be said of those things which are peculiarly attractive to young men both at Poughkeepsie and New York—the association with other young men of kindred aspirations, the practical business atmosphere of a great city, the accessibility of valuable libraries, lectures, etc., and the amusement side of the question might be presented in a very alluring manner—the theaters, the points of interest, etc., of New York City; the boating, athletic facilities, etc., at Poughkeepsie; and the point might be made that it is far better for young men contemplating a commercial career first to encounter the temptations of great commercial centers, when under the protection and guidance of their alma mater, though I do not feel assured that this latter point will appeal strongly to commercial college officials of marked conservative tendencies.

UNIMPROVED OPPORTUNITIES.

In speaking of this question of elaboration and illustration, schools and colleges have vast opportunities which will make fortunes for those first to recognize and improve them. At certain periods of the year, and in publications that would tend to reach and influence the right classes, schools and colleges would find it profitable to use considerable space in illustrating and elucidating the attractions and advantages that they have to offer. The interesting illustrated story printed in the New York World on Sunday, recently, descriptive of the Yale Gymnasium, was a better advertisement of that institution than miles of ordinary

college advertising. A careful analysis of the influences which lead young men to attend the great universities, and the schools which make a specialty of fitting for these great universities, will demonstrate that the social and athletic aspect of the case is almost a dominant factor, and why should it not be? Young men go to college largely for the purpose of forming the right acquaintances and the right associations, and securing the health of body without which success in life is just as impossible as it is without health of mind. It is in these particulars more than in the classical side of the case that institutions vary in attractiveness.

In fact, the curriculum at both preparatory and collegiate institutions varies but little.

CATALOGUES.

This idea of illustration and elaboration is equally interesting when applied to a discussion of catalogues, which, as a general thing, are the most interesting productions of which semi-advertising literature is guilty.

A catalogue, additionally to giving the faculty, curriculum and students of an institution, should portray its natural, social and athletic attractions in a manner that will be productive of increased patronage. To do this properly, requires the best English and the best art of which our educational institutions are capable.

ADDISON ARCHER.

TWO SCHOOLMASTERS.

The stalwart master of a school, Of stature broad and tall, Considered it against the rule To advertise at all. Indeed, he thought it very bad For schools to advertise, Although, professor like, he had His pupils in his eyes!

It happened that a friend had loaned To him his PRINTERS' INK, Which, reading, the professor owned It made him deeper think. And thinking, he resolved to take Some sound advice it gave, And an announcement public make The "business path" to pave.

He advertised, and soon was taught How foolish he had been, For pupils by the score it brought To learn his knowledge keen. The big schoolmaster, in delight, Remarked, in accents strong, "The 'Little Schoolmaster' was right, And I was surely wrong!"

THE fish dealer's advertising is paradoxical. It may be liberal and yet sel-fish.

ADVERTISING FOR SCHOOLS. By Joel Benton.

One of the noticeable things about the typical school advertisement is its conventional uniformity. The average school advertises—particularly the academic kind—as if it were under the unwritten law governing the medical and other professions which makes advertising with freedom not exactly good form. The school advertisement, therefore, is usually a card of from three to ten lines, in which only two or three ideas are stated, in connection with the town name and ad-In one of the September issues of a favorite school advertising medium, containing over ninety school advertisements, which is before me, I find only two that make the space of a "stickful." One of these is that of an art school, and the other that of a law school of a noted University. September, and a few weeks preceding that month, is the period, of course, when the school advertisement most flourishes, though I do not see why some familiarizing notice of a school might not be made all the year.

Every school has its catalogue, or circular, giving its range of study, the calendar of the school terms, the rates of tuition, the names of the faculty and much other needed information. At the foot of each advertisement, therefore, the familiar request to send for catalogue, or circular, is almost unfailingly seen. But in a group of over ninety solidified and classified school advertisements nearly alike in form and expression-for the school advertisement rarely has much typographical display- an intending patron must see little motive for selection. He will, therefore, be likely to be guided by the localities which please him most, and select his school finally without any very great preliminary understanding in the matter.

Now, if a school has some special features to offer-some real individuality of its own, these things ought to be indicated in the advertisement first of all. I have seen a few instances where they have been; and where cuts, and pica type, and a real Wanamaker talk with parents and guardians were elsewhere in a form so convenient and given liberal space and display. Schools accessible. Single copies of this mamilike the once famous "Gunnery" and moth publication are furnished at the like those of the Holyoke kind, where same price as the Century or Harper's the manual arts of housekeeping are Magazine-35 cents-and the yearly taught and practiced, have really some- subscription is \$4.

thing unique to say. The advertisement in such cases ought to reflect, in some way, the situation so easily described. It is discouraging to read. as you sometimes do, a school advertisement that is not well expressed, for one of the main objects for which schools exist is to teach their pupils the correct use of the English language. If the school advertisement itself is infelicitous in style, or is, as I have known it to be, not exactly grammat-ical, the inference an intelligent reader must draw cannot be called favorable.

I think, so far as I have noticed, that the business colleges are the most enterprising and insistent school They are, in fact, the advertisers. most successful financially, for they teach, after the prescription of Agesilaus, King of Sparta-not the things which merely ornament and amuse the mind, but "The things which the pupils most practice when they be-

come men.

A very prominent school principal told me once that he got very little benefit from a brief, monotonously expressed and classified advertisement, nor was he in favor of the merely accepted and accustomed popular me-I gathered from him that diums. something really pungent and original ought to be said in a school advertisement; and that it can be profitably said in any paper that has a wide circulation among bright and thinking minds.

THE Street Railway Journal, issued monthly from the Havemeyer Building, New York City, is an astonisher in the way of a trade journal. It is a compendium of everything conceivable relating to street cars. In its more than two hundred pages, each month, one interested in this particular industry will find nothing but that which is useful, interesting, or possessing value as a matter of reference. Its advertising pages are collated with care, and among them one comes across much that is especially worthy of attention. The complete and constantly corrected list of all street railways in the United States is something which probably cannot be found



Because it is bought and read by people who can afford to buy your goods, and who know a good thing when they see it, is reason enough for any man to advertise in

The SUN

New York





With our boots off..



is the way we measure our circulation. We don't put any "high heels" in the shape of sample copies or dead-head readers on to our circulation statements. We give an **Absolute Guarantee** of paid subscribers to the

Baltimore Morning Herald

Daily Average, 31,895 copies Sunday Average, 34,432 copies Weekly Average, 19.696 copies

And we challenge any other Baltimore paper to

Stand up and be measured

on the same guaranty basis.

Circulation above stated gives the actual number of copies printed and sold on each edition during 1894, all guaranteed under a \$100 forfeit. The Morning Herald is now erecting, at a cost of a quarter of a million dollars what will be, when completed (in 1895), the handsomest newspaper building in the South.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

48 Tribune Building, New York.

509 The Rookery, Chicago.

People with Dollars

are the sort of people who read the

Fort Worth Gazette

It has been the familiar "Standby" of the solid, prosperous element of that section, and identified with their interests for nearly twenty-five years. Its readers are old SUBSCRIBERS, and—using the word in another sense—they also subscribe heartily to its editorial policy; they BELIEVE in the GAZETTE, which is a point of particular value to advertisers. You cannot touch the pockets of that tremendous North Texas constituency, containing nearly ONE MILLION prosperous people without using the

Fort Worth Gazette.

S. C. BECKWITH.

SOLE AGENT FOREIGN ADVERTISING.

Tribune Building, New York.

The Rookery, Chicago.



...The ...

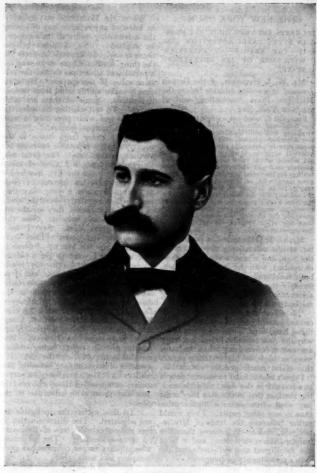
CLEVELAND PRESS

Sells over

70,000 Copies Daily

C. J. BILLSON,

86 & 87 Tribune Building, NEW YORK,



FRANK B. NOYES.

those choice phrases that have of late respect and appreciative good-will.

MR. FRANK B. NOYES is treasurer passed current among the two great of the Evening Star Newspaper Co., news associations. Mr. Noyes is a of Washington, and director of the Associated Fress. He is at present very but scarcely more willing, and not one much before the public on account of whit more likely, than Mr. Dana would efforts to procure the removal of Mr. be to put up with an undeserved in-Chas. A. Dana to the National Capital: dignity. What is needed is that the intending to allow him to there prove two men should know each other better, the propriety of having made personal and then neither would entertain any application to Mr. Noves of some of other feeling than such as comes from

THE NEW YORK "SUN."

ITS RATES ARE VERY HIGH, BUT NEAR-LY EVERY LARGE ADVERTISER USES IT-THE REASON-AN INTERVIEW WITH ONE OF ITS ADVERTISING STAFF.

Mr. W. J. Hemaker, of the Detroit Journal, in a recent address before the Michigan Press Association, said of

the New York Sun:

I can call to mind but a single instance of one dominant editorial mind controlling, vitalizing and individualizing a representavitalizing and individualizing a representa-tive American journal, only one great news-paper that is personally conducted from the editorial sanctum, a happy survival of the old school, which knew nothing of guessing contests and gift enterprises, and to whom votings for the most popular washer lady in your ward were as songs unsung. And it may go far in support of the argument that the old way was the better, to point out that the New York Sw., in the minds of practical newspaper men, at any rate, more nearly apnewspaper men, at any rate, more nearly approaches the ideal in newspaper attainment than any other journal among the entire metropolitan brood.

Mr. C. M. Hammond, a potent factor in the advertising department of the Sun, and whose work brings him in contact with the large advertisers, both local and general, talked interestingly to a PRINTERS' INK reporter about Mr. Dana's paper, its advertising methods and its advertising patrons.

"I believe there is a difference between papers people read and advertising hand-bills," he said when asked why the Sun commanded such a large amount of advertising when its rates were as high, or higher, than papers that claim much greater circulation. to advertise in the Sun, notwithstanding the fact that in the Sun they must pay what often seems a higher price than in any other paper. They would rather influence the trade of fifty intelligent, well-to-do citizens than five hundred street shovelers; and it is of the intelligent and well-to-do that the Sun's constituency is composed.

"The value of the Sun lies partially in the fact that it does not print the large amount of cheap want advertising that the World and Herald do. This class of business may be of some public interest, but it don't pay for the paper

it is printed on.
"What do you do with an ear of corn? Tear off the husk till you get That is what you do down to the ear. never with the Sun. the dry goods ads do."

When Mr. Hammond was asked if he knew of any reliable way of testing the advertising value of newspapers, he replied: "No, I don't believe there is any. It depends entirely on the thing itself. There is no way for a permanent advertiser to test the relative value of newspapers. He must simply make up his mind from various indications. Some of them are mere straws. To tell whether his advertising pays and what pays best a man

must have business genius.

"Nearly every large house in the country doing a reputable business advertises in the Sun. The great majority of the people I meet-I mean the fifty and not the five hundredmen who have an income of from \$5,000 to \$50,000 a year, say they read the Sun regularly-read the whole of it, and that means they see the ads too. They can't help it. Now this means a great deal. Say I have known you ten years. (They have read the Sun ten years.) I come to you and say I want to get a pair of shoes. You say, 'Go to my friend So-and-So for your shoes,' and I go there and buy them. The Sun reader sees a shoe house advertised in the Sun ten years—Hanan, Cammeyer, Douglas, E. C. Burt, Burt & Packard, Nathan, Alexander, Crawford, Douglas, Harding, Cousins, Korrect Shape Shoe Shop-and he believes these people are all right, being recommended by his old friend the Sun. It's a matter of acquaintance between Sun "I don't find it hard to induce people readers and Sun advertisers-a sort of society composed of those who read the Sun and those who advertise in the

"To this society the ineligible are not admitted. The discrimination in this respect cuts off tens of thousands of income annually. The advertiser who appears in our columns has good

company and none other.

"The Sun does not solicit advertising. It is a feeling on the part of the Sun, and on my part, too, that every one knows the Sun, its value and its value as an advertising medium. Of course it has young men to go in and talk over the matter with an advertiser and arrange details, such as position, etc., when required. They are really working in the interests of the adverwith the World and the Herald, but tiser, and often enable him to make The majority of more money by using the columns of want ads in the Sun cost as much as the Sun more extensively. For instance, in talking with an advertiser

year with us, I say that of course he their horns very hard. wouldn't, as a shrewd man, use the selling that sort of fish. Sun if it didn't pay him, and that if as much by spending \$10,000."

mond appealed to a gentleman who icthyological specimens. the Greater New York, asking him if

he read the Sun.
"Every day," was the reply. "I wouldn't want to miss one of these great things for which the Sun is fa-

mous.

"People get a certain feeling of reliance on the Sun's news, and that confidence is transferred to the Sun's advertising," added Mr. Henschel.
"The Sun believes that a paper

that believes in the advertising of others should believe in advertising

the PRINTERS' INK man.

"Most assuredly, and in advertis-ing itself the Sun follows the same the highest grade of advertising. That

who is already spending say \$5,000 a are selling stale fish they have to blow We are not

"In catching advertising fish, if you he is making money by spending will allow me to carry out the simile, \$5,000 with us he might make twice some papers bait their hooks with 'special position,' 'special rates,' 'special When the conversation drifted into editions,' etc., etc., and their men go out the question of circulation, Mr. Ham- far and near and bring in all sorts of The Sun happened to be present-Mr. Albert doesn't do that sort of a thing. We E. Henschel, the secretary of the Con- assume that the advertiser knows all solidation Commission that is creating about the Sun and whether or not it will pay him. When he comes he is made welcome and his wishes and desires are carefully considered. Our advertising is looked after and conducted in the most careful manner. Our Mr. Paddock is the ideal advertising manager, and has been in his present position so many years and performed his duties so acceptably that everybody knows and likes him. Advertisers find him attentive to and considerate of all their requirements. while the Sun feels that its advertising itself-is that not the case?" asked could not be placed under more competent superintendence."

THE Brewers' Journal-New York idea that characterizes its news and and Chicago-issues a directory of editorial management-appeals to the the brewers in the United States people of the highest intelligence with and Canada. The latest edition appeared January 1st, 1895, and is doubtposter of ours that is attracting so much less the most complete list obtainable. intelligence just now is perhaps as Brewers are beginning to be large adgood an illustration as could be shown. vertisers and ought to advertise still "It has often been said that if you more. Every brewer in America don't blow your own horn you won't ought to be a PRINTERS' INK subscribsell any fish, but you may blow your er. With a view of introducing "The horn too hard and not sell any fish, Little Schoolmaster" a sample copy Now, when the Sun blows its of the issue of May 8th will be mailed horn it does it with a deference to the to each of the about twenty-five hunears it wishes to reach. When people dred names found in the directory.



From the N. Y. Sun-"If you see it in the Sun it is so,"

HOW TO ADVERTISE A SCHOOL. large city dailies, in the weekly coun-

By W. F. Kinsley.

Different classes of schools, and the various schools of these classes, obviously must use different methods of, and mediums for, placing their advan-

tages before the public.

In order to make this article of benefit to the greatest number we will

editors, reporters and business manain your rounds) of the local papers. Keep cards in the local papers the year round, and just before term beginnings increase the size of this card and supplement it with reading notices. The local papers are glad to get bright, newsy items of the school happenings, if they don't contain too much advertising. If they are carefully written editing, and the school is a regular advertiser, these notes are likely to be inserted. There is no form of newsnotes of Hon. John Smith's, the Mayor of Minneapolis, visit to his son, who Wm. B. Johnson, A. M., of '84, "whom all of our old citizens will remember," has just been elected to Congress from the sixth Indiana district. It is surprising how carefully these notes are read each week, and how eagerly they are looked for. While connected with the Western Normal College at Lincoln, Neb., I was told by many of Lincoln's leading citizens that, every Sunday morning (the day our notes were published), among the first things read in the Nebraska State Journal were the Nebraska State Journal were the "Western Normal Notes." And old students and people over the State and West were regular readers of these notes. We have frequently heard from items that appear in the State Journal (which, by the way, is considered one of the most reliable papers in the West, and an excellent advertising medium), from as far away as five hundred miles.

Before the opening of the school year and term beginnings it is well using plenty of illustrations. Cuts of to have cards and reading notices announcing when school opens, prices, terior, dining hall, students rooms,

try papers of the best towns in the near-at-hand territory, in the farm papers, in the patent inside lists, in religious papers (especially if the school be sectarian), in educational papers, and, if the school expects to work up a national patronage, in the leading magazines.

I think it best in a school advertisediscuss the methods of advertising a ment occupying a small space, to enmedium-price school for the middle deavor to arrange and word it in such classes of both sexes, and one that a manner as to attract attention and draws its patronage from many States. cause the reader to desire to know The first thing to be done is to form more about the institution. A small the acquaintance of the proprietors, cut of the building, or of the school name or some distinctive cut, will help gers (don't forget the business manager to direct attention to the advertisement, and then if the main points are brought out, the result of school advertising by newspaper cards will have been attained-it will cause the reader to send for catalogue and circulars. What I consider the main points in a school advertisement are: Location (healthfulness, beauty and accessibility), buildings, equipments, accommoso as to give little or no trouble in the dations (board rooms, etc.), curriculum, faculty, cost.

Endeavor in all advertising to get those interested to send for printed paper advertising so good as frequent matter, and then mail them catalogues, circulars, etc., and every school should have a well printed and illustrated is taking a scientific course; or that catalogue, and one or more circulars and booklets. The Western Normal College used from forty to fifty kinds of printed matter-and found them all of benefit. For example, we were so often asked the question: "Will it pay me to stop work to get an education? that we issued a booklet gotten up by the writer, entitled "Will It Pay?" In this I endeavored to answer this question emphatically in the affirmative. Another pamphlet was named "They Did; Why Can't You?" and gave portraits and testimonials of students who were occupying prominent positions, and who attributed the major portion of their success to the training received while at our school.

Catalogues and circulars will be found to give better results for the money invested than newspaper advertising, but the newspapers serve to first call attention to the school, and their value is greater than is indicated by the direct returns. I believe in etc., in the weekly editions of the class rooms, etc. (If I were running a

in a well-gotten-up, medium-cost catalogue, and a large quantity of them, rather than an expensive cloth-bound hand and gradually widen the circle of one and a limited edition.

To make good use of catalogues and circulars, it is necessary to have good names to which to mail them. Of course, names of those who are sufficiently interested to write and ask for information are the very best. These names should be carefully entered in a specially arranged book, and there should be some system of marking to indicate when and what printed matter

was mailed to them.

In newspaper advertisements if some souvenir is offered for a list of twentyfive names and addresses of young people likely to be interested in securing an education, they will bring thousands of good names. Students in school are always willing to aid by furnishing names of acquaintances. Former students are great helpers in this matter and in distributing new advertising matter, with which they All of should always be supplied. these lists of names should be carefully arranged in books by States, counties and, if possible, by towns. This prevents duplicating, and shows the a well conducted school. number of circulars going to any particular locality.

For general distribution a circular or pamphlet that requests the reader, if interested, to send for more complete catalogue, we found best. This can be sent out in large quantities and will bring requests for catalogues. When requests for catalogues are received, it is usually a good plan to write a personal letter to the applicant. Write personal letters frequently to old students. This will be found to

be a great help.

If the commencement exercises are well advertised, well arranged, and well written up in the local papers, they may be made excellent advertising. A handsomely engraved invitation and an illustrated souvenir, with full account of commencement, we found to pay well. The souvenir should be sent to all former as well as to prospective students. See that accounts of the commencement exercises get into the papers of the largest circulation in the school's territory.

In all advertising, it is necessary to

football and general athletic school, study carefully the territory, following with literary training as a side issue, I up the lines of railroad with circulars would use a cut of the football team in and local advertising, and selecting uniform, as a frontispiece.) I believe those mediums that reach the class of people likely to patronize the kind of a school advertised. Begin near at advertising. The price and term beginnings should be given in every advertisement.

> Any school man of good judgment and a little experience can select from the foregoing such plans as are best adapted to his school, territory and

pocket-book.

Calendars, souvenirs, etc., I have found did not pay, unless they were far above what others were sending out or where the souvenir was of some

practical value.

proprietors and teachers School should subscribe for PRINTERS' INK, to get posted on the best methods of writing, displaying and placing adver-tisements; to avail themselves of the experience of others and to learn what is going on in the advertising world, One article by Mr. Bates or Mr. Brett is worth ten times the cost of a year's subscription to any school man. dollars invested in a subscription to PRINTERS' INK will save hundreds of dollars in advertising bills and add thousands of dollars to the revenue of

PRINTERS' INK should be on the reading tables of all schools, because all students become, sooner or later, business men and women, and have more or less to do with advertising. A general knowledge of advertising is of far more practical value than a knowl-

edge of Greek history.



A HOUSEHOLD JOURNAL.

TO MAKE A SCHOOL SUC-**CESSFUL**

One of the first things requisite to students? decide to send a son or daughter away any of their fellow educators. never heard. It may not appear necessary to say this, but the failure of many schools to advertise at all, or to advertise adequately, compels the ob-servation. The schools that have not made themselves known to the prospective patrons are left out in the cold, while those that advertise will secure co-educational or does it admit only young people. girls or boys, young men or women, as It has often struck me as very singu-the case may be? Who are its trustees lar that so large a proportion of the and instructors, and what is their standing in the social, business, and educational worlds? What of the city healthful, are the people generally such as I would like my child to live among, what churches and reputable places of amusement are there? What students among themselves? What and villages and the rural districts,

fraternal and literary societies are permitted or encouraged? Is there a school publication conducted by the These are a few of the the success of any kind of a school is questions that the careful parent or to let parents know that there is such guardian will ask before sending a a school. This seems like a truism, child or ward to any educational instibut it is one apparently forgotten by tution. The school that answers these the managers of a great many institu- questions in the most concise, clear tions of learning. They often take it and satisfactory manner and puts that for granted that everybody knows all answer into the hands of the greatest about their school. They don't realize number of interested people, will be that this is a very large country, in the school to secure the new student, superficial area, and that it has a population of 65,000,000, saying nothing of tending patron, and other influencing Canada, Mexico, the Central and South factors are favorable. The managers American States, all of which to a cer- of every school should keep themselves tain extent utilize our educational informed concerning all competing facilities, and would no doubt do so schools; that is, schools in the same still more under the spur of a more en- class, for then they can so construct lightened and enterprising advertising their advertisement and notices of all system. For education must be adver- kinds as to present the peculiar and tised, like everything else in this age superior advantages of their own inof sharp competition. When parents stitution without being discourteous to to school they manifestly must choose should never, in my opinion, reflect on between the schools of which they the motives and methods of particular know something. They cannot pat-teachers or schools, although they may ronize an institution of which they legitimately indicate the demerits of systems of instruction and management which they deem defective. The one important work in such advertising is to show the positive advantages of their own establishment, and this remark applies with equal force to all kinds of advertising. Be affirmative. Tell what you have. Let the people students in the ratio of the intelligence know where you are, what you are with which their advertising has been teaching, what it costs, how superior conducted, other things being equal. is the location of your school, and the What kind of a school is this? Is it excellent ethical environment of your is the location of your school, and the

advertising which the schools do is through the medium of comparatively few journals, and many of those papers or town in which it is located-is it of very moderate circulation. It can hardly be seriously claimed that these publications, excellent as they undoubtedly are, reach all or even a majority of the parents able and willare the facilities for reaching it? ing to send their children away to What of the dormitories of the school, school. Another important consideration of the boarding-places in the town? tion is that the readers of these publications are the rates of tuition? What studies are pursued? Who are now pat-quainted with the comparative merits ronizing it and what of its graduates? of many academies, colleges and tech-When do its terms begin and end? nical schools than are the parents who What are the general rules governing do not usually have access to such the relations of students and faculty papers and magazines. There are and controlling the intercourse of the very many people in the small towns

publishers of school books and other works extensively sold are pretty closely related in interest, and it profitable to advertise in such books. Possibly the soap and other manufacturers will offer more than the schools can afford to pay, but still space for an announcement of the name of the college and the fact that a catalogue can be procured upon application should be within the reach of most advanced schools. educational institutions in books, and advertisement; the owner of the book, upon the advertisement at any time, and he knows where to look for the advertising. hurry to write for information.

should, to be potentially most effect- available excellencies of many. respective vocations. advertisement writer; at least, his men- public. It is very probable that the

particularly in the latter, who are ex- tal and physical tools are sharpened tremely anxious to give their children and employed in a radically different the best education within their means way. It is not a question of brain to put in their way, who nevertheless power nor of acquired ability, per se, depend to a great extent for information of the outside world upon their to ends in a field with which one is local papers. Enterprising prepara-tory schools especially will find it to specialization of function, and each intheir advantage to communicate with dividual does that best which he has these ambitious parents by means of made it his business to study for the the various lists. I believe that this is a purpose of making his living at and field which will prove very fertile if accumulating a competence for his cultivated with the energy and dis- old age. This is why the advertising criminating intelligence of the modern expert would stand a far better chance scientific advertiser. It is one which of doing good work in setting forth has as yet been tilled but little, rela- the advantages of a school than would tively to the extensive and careful at- members of the faculty, always protention bestowed upon many others. vided that none of the latter had him-The educational institutions and the self taken a course in the advertising department of the world's school of business.

No school that desires to keep would seem that the former will find it abreast of the times can afford to be without a good paper which is devoted to the advertising profession, and of such PRINTERS' INK must be conceded by every impartial man who knows much about papers of this class to be the best, by far, in the field. It has been established so long, it is so painstaking and reliable, and has such a There is a staff of contributors who write upon peculiar fitness in the advertising of every phase of the subject to which it is devoted, that it will be many a long then it is a very permanent form of day before it has a rival, in the real sense of the word. The school which as well as many others, may stumble receives it weekly need never lack for examples of precept and practice in It will have at hand an addresses of schools when he is in a almost infinite variety of the products of the practical craftsman in this trade, All printed matter sent out by any one of which it will be free to schools, as well as by other advertisers, take as a model, or it can combine the ive, be prepared with care by those will also find in its columns samples of who understand the principles of that the advertisements which are not good, kind of work, and made typographically but which are inserted as "fearful taking and beautiful. It don't pay to examples." Another valuable feature use inartistic and worn types, nor to for the would-be advertiser is the have advertisements set and proof-read comparison of circulations of papers by those who are not well up in their in various parts of the country, these It might be comparisons being made in numberless thought that instructors in schools of ways, directly and indirectly, by conany kind would be perfectly competent tributors and advertisers. Such comto write the advertisements for their parisons of views as those regarding institutions, and no doubt many of the six dailies which are the best for them would be, but at the same time it the advertiser, which have appeared in should be borne in mind that it takes PRINTERS' INK from week to week for both aptitude and practice to make some months lately, are also interesting perfect, and the teacher's work calls and would be of service to conductors for a different set of mental and physi- of schools, not less than to other percal tools than those used by the expert sons needing to reach the eye of the

sum total of time and money expended upon higher education would be in-creased by fifty per cent, if not actually doubled in a very few years, if the thousands of schools in the United States advertised as widely and discriminatingly as do many manufacturers and merchants. Think of what this advance in education would be worth to the whole country! E. C. WALKER.

ABOUT THE BEST!

A contributor to PRINTERS' INK from Atlanta, Ga., regards the *Times* as one of the best six newspaper advertising mediums in the country. His judgment is to be commended.—Denver, Cot., Times.

Some one recently directed the attention of a PRINTERS' INK reporter to the paragraph printed above, which appeared in the editorial column of the Denver Times.

"Is the Times a good paper?" asked

the reporter. The Some One. Why, yes. About

the best in the West.

Reporter. What do you mean by that? Not better than the Chicago

and St. Louis papers? S. No. Chicago and St. Louis are not west, they are central; but the Denver Times is about the best paper

west of St. Louis. R. When you say "about the best,"

what other paper is in your mind?

S. The Minneapolis Times—Minneapolis is east of St. Louis.

R. Is the Times the best paper in Denver?

S. Why, certainly! There's no question about that.

R. Is the Minneapolis Times better than any St. Paul paper?

S. Yes. More metropolitan. The St. Paul papers belittle Minneapolis, but the Minneapolis papers do not treat St. Paul that way. The Minneapolis Times circulates in St. Paul, but no St. Paul paper is taken in Minneapolis.

[An outsider who heard the above conversa-tion said that he did not think either one knew what he was talking about. On being knew what he was talking about. On being appealed to to say which paper was better than those named, said he believed the Denver News printed more copies than any other daily in Colorado, and the Pioneer Press of St. Paul more than any daily in Minneapolis.

—Ed. PRINTERS' INK.]

> IT stands to reason That a merchant wise is Who in the { dullest } season Advertises.

INCIDENTAL ADVERTISING.

In a recent number of PRINTERS' INK, the plan of more extensively advertising towns is strongly advocated. While, as indicated by the correspondent, several methods have been em-ployed to a limited extent, there is another form of advertising towns, industrial enterprises, and natural resources (inadvertent, yet not ineffective), which should not be wholly ignored. I refer to the medium of current literature. Not alone to the descriptive articles with which all first-class trade publications are brightened, but those enriching the pages of

the great magazines.

Take for example "The Industrial Region of Northern Alabama, Tennessee, and Georgia," in the current number of Harper's, which graphically depicts the magnitude of the coal and iron industries, facilities, methods, "The Lower Kennebec," in a recent number of the New England Magazine, reveals the importance of the ice industry, and presents a tempting bait for summer tourists. same periodical recently furnished an excellent article on "Burlington, Vt.," enumerating its numerous advantages, climatic, industrial, social, educational and religious, in a manner which, had the same matter been issued in the form of a booklet and by the board of trade, would have ranked as a neat piece of advertising.

But, you say, this magazine is for the special benefit of New Englanders. Very well. Here is an article in The Review of Reviews on "The Cotton States and International Exposition at Atlanta " along the same line; doubtless this is the prelude to articles in other magazines during the coming summer regarding the notable event; doubtless, too, Atlanta will receive not a little incidental advertising thereby.

What great educational institution has not at some time or in some phase furnished a topic for a leading magazine article? The character of the inhabitants of a town, too, is an important factor. This, the numerous character sketches and biographies in a measure depict.

This style of literature would not have been available twenty years ago. Then fashion and fiction reigned almost supreme in the so-called great magazines; now the public clamor for facts-practical information.

A skilled teacher has said, "When a nified and unprofessional, for the same pupil says he is not interested in this reasons that physicians in good standor that study, I infer that he does not ing are prohibited by the ethics of the know much about it." Knowledge is medical profession from advertising the power which creates interest.

Probably no locality has been more decade than Southern California. want; and what territory has been impressed me at the time, and since, more completely written up in the that I have hunted it up in the files standard magazines than this? "Los and herewith submit it as a notable Citrus Fruits," "Ostrich Raising," and a score of similar topics at once suggest themselves.

This supplementary advertising had the advantage of touching the doubting Thomases, since it was not worded for pecuniary profit, but was simply furnishing information-presumably reli-Let a railroad advertise special attractions for tourists. Some writer will soon find a point on this route of sufficient interest to merit a special article. In one way, it bears no relation to the advertisement; it simply gives to the public an acceptable and pleasing description. Yet who can deny that it does not increase the weight of the advertisement?

The present trend of current literature renders the article on "Advertising Towns" most opportune; for if they have any special advantages really worth advertising, the literature of the times will usually supplement their BESSIE L. PUTNAM. efforts.

SCHOOL ADVERTISING THAT PAYS.

By Eli Ayres.

Modern methods in school advertising are a relic of those benighted days when advertising of all sorts consisted of little more than the printing of business cards or trade-marks. The average school advertising department in a newspaper or a magazine is as dry and uninviting as a page in a city directory; in fact, a directory it is, and that is all, and for purposes of advertising, for inducing patronage, it is largely a waste of money.

This condition is due to two things: first, the schoolmasters and professors do not appreciate the value to them of printers' ink; second, they are apt to

What gives interest to a subject? regard advertising a school as undig-

their specialties.

And yet there are legitimate ways of extensively advertised within the last advertising a school which are neither undignified nor sensational. For in-What was the result? A boom; a stance, in the staid and, in a certain rush. Those left behind wanted to sense, narrow-minded Evening Post, a know more about this great country. few months ago, I saw the following Current literature came to satiate this advertisement of a boys' school, It so Angeles," "Pasadena," "Culture of example of an original, sensible and eye-attracting advertisement:

Instruction.

OUTSIDE NEW YORK CITY.



THE SIGLAR SCHOOL.

Newburgh-on-Hudson, N. Y. \$600 A YEAR-NO EXTRAS. THIRTY BOYS.

The thirty-second school year begins September 18, 1894.

The picture shows how we go to our athletic grounds afternoons when the weather permits. I put it here to get your attended.

to my schoo to my school.

If you have a young boy, now is your time
to read what I know about bringing up boys.
I cannot go into the subject here. My
pamphlet discusses it fully, and also describes the best school I know of for young
boys; yes, for any boy of good stuff, not
badly spoiled. Write for the pamphlet.

HENRY W. SIGLAR.

Now, there's nothing conventional about that advertisement. It is clearly out of the rut. It has a sure claim to our attention. How much that picture at the top implies! It suggests to us that the principal believes in the ancient and never disproved principle that "boys will be boys"; that there's something else in education besides poring over books and burning midnight oil; that out-door sports go hand in hand with algebra and Greek and history and mythology. That wagon-load of merry lads shows there is the right atmosphere in that school.

The master is probably not a hard When many people admit that they baseball and football and swim and calling has come to stay. skate and grow strong and healthy, is an important point, for boardingthe best, and in most schools the boys are glad to get home for the holidays in order to get well fed.

There is so much real merit in this advertisement that I fancy Mr. Siglar employed the services of an ad-smith, or, at any rate, got his inspiration from

reading PRINTERS' INK.

If he had followed the cut-and-dried method he would have bought a halfinch or inch of space and constructed his advertisement something like this:

Newburgh-on-Hudson, N. Y. THE SIGLAR SCHOOL. 8600 A YEAR-NO EXTRAS.

Thirty-second year begins Sept. 18, 1894. Boys prepared for college. Home influences. Accommodations for thirty boys. First-class teachers. Write for pamphlet. HENRY W. SIGLAR.

I submit that the advertisement first cited is a model which it would be well for other schools to follow. A school has goods to sell as truly as a manufacturer of a food product, a banker or an insurance company. Instructing the young is a distinct business conducted on business lines. To make a school pay requires superior educational facilities and business sagacity. Competition is keen, and, as in all business enterprises, the only test of success is the value given and received. Establishing a school in the old-fashioned way is the work of years. The direct path to success is through the possession of the right sort of facilities, properly advertised. Let the schoolmasters read PRINTERS' INK for ideas. It will broaden their mental vision of things practical. them study the construction of advertisements and observe how advertisements attractively prepared bring business. And, above all, PRINTERS' INK will teach them that in advertisements, as in practically everything else in this life, the quality of human interest is the factor to be considered.

master. He makes the boys study, read advertisements simply for the but he sees that they enjoy themselves. literary satisfaction derived, it is a He lets them romp and frolic, play pretty good sign that the ad-smith's

PRINTERS' INK, in opening up this and in growing strong and healthy question of school advertisements, they necessarily get hungry, and that shows commendable enterprise and an means plenty to eat and food that is honest desire to bring about a reform worth eating. No scrimping in the where reform is needed. That many cuisine at this school, probably. This of the schools already have discarded the old methods is apparent. In the school provender is generally none of first place, all up-to-date schools have pamphlets or booklets printed for them. But in nearly all of those that have come to my notice there is room for improvement. They are wanting in attractive typography, most of them being the work of country job print-ers. I would suggest that school principals have their printing done in New York and their booklets written by advertisement writers. They should also utilize, as far as possible, halftones of school scenes, and I would suggest that the back numbers be consulted of the magazines which, prior to the opening of school seasons, publish school write-ups. For instance, the Forum has published writeups of several prominent schools, accompanied by well executed half-tones of school scenes. Among these are pictures of students' rooms, tennis grounds, "cosy corners," boating on the lake, interiors of recitation rooms, of dining rooms and of music rooms, playgrounds and athletic fields, gymnasiums, football and baseball games and teams, etc. The ordinary school pamphlet has only a picture of the exterior of the school, and usually it is not especially attractive, merely a cold and severe pile of granite or brick. The illustrations should be such as will reflect the every-day life of the students, such as are happily conceived to catch the eye at the top of the Siglar advertisement.

Another bad feature of school advertising as practiced in some quarters is the mailing of an engraved card of announcement to paterfamiliæ on such lines as this:

PROF. SOCRATES SMITH

takes pleasure in announcing that his School for Boys will reopen on Sept. 15, when he hopes to add Mr. Sylvester Manydollars to his list of patrons.

Nob's Hill, Summerville, Mass., Aug. 15.

This formal invitation to Mr. Many-

dollars to place his beloved son and heir under the tutorship of Prof. Smith does not help him to a proper knowledge of the sort of educational goods turned out at Nob's Hill. Summerville is probably not down on the office map, and the A B C Guide fails to help him to locate it. The probability is that he will waste-basket the professor's engraved card and think no more about it. Nor will Mr. Manydollars' perplexity as to the proper school for young Johnny Manydollars be removed by consulting the newspaper advertisements. Which only proves that school advertising literature is sadly in need of remodeling.

Dotheboys Hall was no better than a Siberian penal colony in its treatment of the young English boys sent there to be abused by the cruel Mr. Squeers, but it is interesting in this connection to know that it was by means of attractive advertising that Squeers was able to keep his school well filled. By consulting Dickens' story it will be found that it was the following alluring ad of Squeers' school that caused young Nicholas Nickleby to be sent there. is instructive as showing the touchand-go that may be worked into a school ad. Here is Mr. Squeers' ad as published in the Morning Post, Chronicle, Herald and Advertiser :

DUCATION.—At Mr. Wackford Squeers' Academy, Dotheboys Hall, at the delightful village of Dotheboys, near Greta Bridge, in Yorkshire, youth are boarded, clothed, booked, furnished with pocket money, provided with all necessaries, instructed in all languages (living and dead), mathematics, orthography, geometry, astronomy, trigonometry, the use of globes, algebra, single stick (if required), writing, arithmetic fortification and every other branch of metic, fortification and every other branch of classical literature. Terms, twenty guineas classical interactive. Letting, wears a standard per annum. No extras, no vacations and diet unparalleled. Mr. Squeers is in town and attends daily, from one till four, at the Saracen's Head, Snow Hill. N. B.—An able assistant wanted. Annual salary, 45. able assistant wanted. Annual sala A Master of Arts would be preferred.

CHICAGO'S PIE JOURNALIST.

"One morning when I came down-town I noticed on the walls and fences big posters showing a blood-red flag with the word 'bread' across it in white letters. There was something very significant in the design—a red flag of anarchy and the threat of blood behind the demand for bread. Every one on the car was talking about the posters and seemed to think it was a pretty serious matter.

"Well, sir, those things had been put all over town during that one night. It seemed as if there must have been a thorough organisation of the revolutionists to put up so many of the posters. I remember that one of the prominent anarchists (he was one of those hanged in 1887) was interviewed as to the meaning of the red flags and the demand

for bread.
"He said it meant that the social revolu-"He said it meant that the social revolu-tion was at hand; that the workmen were or-ganized and would get bread for themselves and their families, even if they had to de-stroy the capitalistic class in order to get it. He said the bread placards were simply put up to give the capitalists fair warning. "A few morning after that more posters bearing red flags appeared in all parts of the town, but this time each flag bore the words 'Aerated Read'

Aerated Bread.

Acrated Bread."
"The whole thing was a scheme to advertise a new kind of bread being baked by H.
H. Kohlsaat, who was then the big baker of the town, although he had not become so well known as he is at the present. It didn't appear that he intended to frighten any one. He simply chose a novel method of advertising his improved bread, and people were ready about that time to attach a dark significance the authorized the state of the control of the cont cance to anything that was red."-Chicago Record.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

TELL us how to adv. Kentuckian's Delight Smoking Tob. KY. TOB. CO., Owensboro, Ry. WANTED—The address of all coin dealers who issue catalogues. J. C. TOWNSEND, Minneapolis, Minn.

I WANT business 25 years Boston and vicinity; any kind—circulation, sampling. "R.," care Geo. Niles, 3½ Bromfield St., Boston.

PRINTER of long experience wants permanent situation in country office. Will accept small salary. Address "BOX 90," Aarwood, Kalkaska Co., slich.

66 A DVERTISING FOR RETAILERS,"64 pages,
25 cents. If you don't get a quarter's
worth you may have your quarter back. CHAS.
AUSTIN BATES, Vanderbilt Building, New York.

W ANTED—Competent stenographer and type-writer (Remington). Must be well educated and thoroughly familiar with general office work. Good position to the right person. Address "COMPETENT," Box 709, New York City.

W OULD like an additional periodical, maga gine or daily, to represent in Chicago an the West, who would be willing to give libers terms to get good business. Best reference C. B. DARLING, 79 Bearborn 8t., Chicago.

A NEW YORK advertising agent wants an advertisement writer. One who has had experience in a large department store preferred. Must be able and willing to carry out my ideas and furnish some himself. The man who is willing to begin at a reasonable salary may have a bigger one in the fall send samples of work, state experience and salary expected now and hercaster, for AD-SalTiff." oare Printers' ink.

TO AD SMITHS—We want an advertisement calculated to make people subscribe for PRINTERS INK. It should be set in a single column, in space of four inches. Will display in these pages the best advertisement submitted each week for a month, commencing with the issue of April 3d, and on May int will pay \$81 to the constructor of the advertisement chosen, gether with the names and addresses of the constructors of each of the ads shown. Address all communications to PRINTERS' INK, 19 Spruge \$4. New York.

I HAVE more work than two artists can do, so on lettering and decorative drawing. Don't care whether he can do figure work or not. Send samples and state salary wanted to CHARLSS AUSTIN RATES, Vanderbit Building, New York. Don't call—I haven't time to talk.

AUSTIN BATES, vanderbit Building, New York. Don't call—I haven't time to talk.

I WANT the work that is important, I want the work in which quality is the highest consideration. It is my carnest desire to give advertisers the best assistance in writing and Grawing and advice that they can get anywhere. I want to do better work I am any one ce in one who is equaling the matter which comes from my office. That is an honest opinion. I may be mistaken, but I think not. If your advertising is important enough to require good work it is important enough to require good work it is important enough to require good work it is important enough to the property of the property.

NEWSPAPER INSURANCE.

NEWSPAPER INSURANCE.

. THE YANK, Boston, Mass., wards off business death. 60,000 monthly.

PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 334-330 Pearl St., N. Y.

TO LET. YANK, Boston. Space.

G OOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N.Y. GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bidg., N. Y.

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter 739 9th St., N. E., Washington, D. C.

THE DENVER ADVERTISING CO., advertising distributors, 1730 Arapahoe St., Denver. (*RAND RAPIDS, Mich. (pop. over 100,000), can be thoroughly "covered" by R. A. MATH-ESON & CO., distributors, 40 So. Division St.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be in-serted under this head once for one dollar.

RETAIL merchants, send business card and we will mail you copies of neat, illustrated mouthly newspaper you can own at price little exceeding circulars. TIMELY TOPICS, 295 Washington St., Boston.

BOOKS,

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St...

DOOKLETS by the million. to advertise your business. 50c, per 1,000 up. Write for estimates on your work. Lowest prices in the U.S. SPRINGFIELD PUB. CO. Springfield, Mass.

PREMIUMS.

PREMIUMS—Best and up to date. THE CUR-RENT PUB. CO., 1036 Filbert St., Phila.

SEWING MACHINE, \$2.50. A perfect little machine and warranted to do good sewing. A splendid article for your premium list. Write for terms. Sample prepaid on receipt of above price. PECK & SNYDER, 11 and 13 Beekman St., P. O. Box 2751, New York City.

MISCELLANEOUS.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

S OAP Chips and Soap Powder for Woolen Mills Dye Houses, Hotels, Laundries, put up in barrels, halfs and kegs. G. F. WHITNEY, 59 Long Wharf, Boston, Mass.

ILLUSTRATORS AND ILLUSTRATIONS.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

H ANDSOME illustrations and initials for mag-agines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERI-CAN ILLUSTRATING CO., Newark, N. J.

PICTURES POSSESS POWER—I make a spe-cialty of the advertising kind. Ten bright, striking little drawings, \$5. O. K. or no pay, R. L. WILLIAMS, 83 L. & T. Bidg., Wash., D. C.

ELECTROTYPES.

CTEREOTYPE, LINOTYPE AND ELECTROTYPE metals; copper annodes; EINC PLATES for etching. MERCHANT & CO., Inc., 517 Arch St.,

1) AY \$1.50 and get our best half-tone portrait.
All kinds of cuts at prices as surprising.
Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

Y OU may write your own ads, but one thing sure—you can't make your own cuts. Think of us; \$1.50 for best half tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

66 Nher Post-Intelligences Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

Y OU CAN'T get along without German adver-tising. The Germania Publishing Co., Mil-waukee, publishes the banner German advertis-ing mediums. Circulation unrivaled.

THE MIDLAND MONTHLY, Des Moines, Iowa, reaches the best people in the eight Northwestern States. Employing no Eastern solicitor, it nakes a uniform rate so low that advertisers get big returns on small investments.

get big returns on small investments.

A RE you advertising in Ohlo! We take it for A granted that you are, and invite your attention to the leading morning, evening and weekly paper in a leading city. The Dayton Mornwo Tries, circulating 4,500 copies daily; in & Eveniso News, 9,500 copies each issue, and the Weekly Tries-News, 4,500, are the representative family newspapers of Payton, and with their combined circulation of 14,000 copies daily, thoroughly reach the homes of that section. Dayton is a fare long-established journals and have always enjoyed to a marked degree the confidence and support of the best people in Dayton, For prices, etc., address H, D. La COSTE, 38 Park Row, New York.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspond-ence with reliable houses regarding paper of all kinds. 45 Beckman St., New York.

ADDRESSES AND ADDRESSING.

50 CENTS gets our sub. list; gummed paper, 1,600 names. DEMOCRAT, Albion, Ind.

2,237 NEW names and addresses. New heen copied. \$1 gets the list TAHOE MEDICAL CO., Detroit, Mich. Box 107.

I ETTERS bought, sold or rented. Valuable is lines of freah letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFIRGWELL & CO., 112 Dearborn St., Chicago, III.

C PRING BUSINESS I— Fresh, cash-order addresses, every State, 56c, per M. New agents' addresses (1980), 75c. per M. 15 M, 810. We write odds, original stories, articles and editorials; 20 years' experience. Write us. S. M. BOWLES, Woodford City, Vermont.

PRINTERS.

VAN BIBBER'S Printers' Rollers.

\$10 BUYS 10,000 fine 6-lb. note heads printed to order. MAYER, Printer, Madison, Wis.

THE LOTUS PRESS ad (written by an advertisement writer) may be found under "Advertisement Constructors."

DRINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BRESNAN, 201 to 206 William St., N. Y.

WANT to do work for people who desire plain, straightforward printing—the kind that business men appreciate; the kind that pays; the kind that few printers can do as well as WILLIAM JOHNSTON, Manager Printers' ink Press, 10 Spruce St., New York.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L't'd, 10 Spruce St., New York. Special prices to cash buyers.

SCHOOLS, seminaries and colleges are now using elaborate embossed covers on their catalogues, it creates a good impression at once. Write us for samples and prices GRIF-FITH, AXTELL & CADY CO., Holyoke Mass.

W E sell envelopes like Johnston sells printers' ink. 19,000 good XX 69, H. C. White Envelopes printed with your card and delivered, f. o. b., for \$16, check with order. 10,000 circular envelopes for \$5.50. Satisfaction guaranteed. SHRYOCK, Printer, Zanesville, O.

ADVERTISING AGENCIES.

A GENCIES know GOOD HOUSEKEEPING.

A GENCIES know GOOD HOUSEKEEPING.

STANLEY DAY, New Market, N. J. ADVERTIS-EE'S GUIDE, 25c. a year. Sample mailed free. I F you wish to advertise anything anywhere at any time, write to the GEO. P ROWELL ADVERTISING CO., 10 Spruce St., New York.

WE don't sell adv. space below cost, but we can beat the crowd on Georgia business. It will pay to write before placing So. advertising. THE JOHN BRATTON CO., Atlanta, Ga.

DOES your business need a little more steam for the up grades! Or a little more sand on the track! Shall we send you our little book about advertising! It is free. It may help you to make schedule time. DODD'S ADVERTISING AGENCY, Boston, Mass.

STREET CAR ADVERTISING.

I OR Street Car Advertising, everywhere, GEO. W. LEWIS CO., Girard Bidg., Phil'a, Pa.

MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of job-bers handled anywhere in lows or Nebraska bers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloon, New York City.

mmended by sammended by sammended by sammended by sammended by sammended by sammended by the control of the con

\$3.50 BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

A BARGAIN-Republican paper in live Iowa town, "NORTHWEST," care Printers' Ink. GAME of "Patriots." Copyright. Plates and stock. Write to GOODSPEED, Dwight, Ill.

FOR SALE—Complete file of PRINTERS' INK in good condition. Address "REASONABLE," care Printers' Ink.

66 IN her Post-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

DEMOCRATIC newspaper in Missouri, fine patrorage; county seat; best reasons. Address "WIX," Frinters' Ink.

NEWSPAPER Subscription Account Ledgers; mailing lists set in new mailing list long primer and sold; circulars free, EMIL E. RET-TIG, N. S. A. Co., Platte City, Mo., Box 4.

W HITLOCK drum cylinder press, in first class order. Can be inspected any time, run-ning. Bed 33x48. Cheap for cash. THE DAN-BURY MEDICAL PRINTING CO., Danbury, Ct.

PEPUBLICAN newspaper for sale, in a Repub-lican county in Central New York. Business last year, 210,000. A whole or half interest. Satisfactory reasons for sale. Address "D. A. J.," care Printers' Ink.

A NEWSPAPER OPPORTUNITY—Publisher desires to dispose of a New York Newspaper Property; monthly; well known name; established 12 years; has a good circulation and advertising patronage. Price reasonable. "A PUBLISHER," care Printers' Ink, New York.

NOR SALE—Perfecting Frees, Goss make, nearly new, in perfect order, just as good as when it left the factory. Guaranteed to print, fold and count 10,000 4 or 8 page papers an hour. Has been used also for book and pamphlet work. Soid for no fault. Address CHAS. P. DAVIS, Springfield, Mass.

WANTED TO SELL—An evening daily newspace, published in a live city of 17,00 peofur paper, published in a live city of 17,00 peofur paper, published in a live city of 17,00 peofur paper matter, office complete. One million doilars paid out for labor here. Five million for farm products. A splendid chance. Situated 300 miles southwest of Washington. Address "K.T.," Printers' lak.

I OR SALE—Oldest daily afternoon newspaper in live, growing Fennsylvania city. Equipment new, perfecting press, printing complete process, printing complete plot department; steam power. Frice \$15,000 cash. Owner desires to enter other business Principals only, who mean business, address "QUICK SALE," care Printers' link.

ADVERTISEMENT CONSTRUCTORS.

BRETT. Ads.

A DDISON ARCHER, 1 Union Sq., N. Y

ADS SMITH. Baltimore. Washington.

SMITH has ideas. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

McC. SMITH. Baltimore. Washington.

SEND old ads for a new one on approval. R. L. CURRAN, Box 899, Chicago,

A SCHERFELD, at idea." I head sent free.
A SCHERFELD, at ideas, Havre do Grace, M.
G. ET my literature and see whether you like my
BORO.
JED SCARBORO.

CCHOOL ADVERTISING—booklets, catalogues and advertisements that save money and make money. ADDISON ARCHER, 1 Union Sq., N.Y. City.

HAVE 25 pen and ink drawings fresh from the head and hand of a clever artist. Can you use illustrated ads! JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

Station W, Brooklyn, N. Y.

NEAT, sensible ads made. Woven out of truth
and ironed amount, they dress your business takingly. You pay when satisfied. R. L.
CURRAN, Box 599, Chicago, Ill.

CONTRACTS for 385 advertisements a year.

E. L. SMITH, Codman Eldg., Boston, Mass.
WANAMAKER-POWERS fashion of ads pay.
I write them. J. H. SUBERS, 211½ Market
St., Camden, N. J. Send copy of paper with old
dwertisement. I please others—can please you.

L ET'S talk it over, personally or by letter, it you prefer profitable publicity to injudicious waste in your advertising. It's dollars and sense to ask how of C. D. STONE, Danielson-ville, Conn.

SCHOOL ADV'IS a specialty. I've written hundreds of them. Write others also. Had apperience in p-inting, publishing, stationery, aboe business and editorial work. W. J. KINS-LEY, 202 Broadway, N. Y.

I WRITE ads that will bring you trade—ads that are of the highest grade. Secure the best that I can make, \$10 for 10—no suit no take. I have an ear waiting to hear from you. H. P. BROWN, Paulsborro, N. J.

HAVE it all done by the one party. Writing, designing, printing, electrotyping—ads, circulars, bookiets, everything. Nobody can do it better, few as well as WILLIAM JOHNSTON, Printers' law Press, 10 Spruce St., New York.

IF you are a retailer I will fix up two rattling good ads for you for \$3. With or without two attractive cuts, just as you say. Of course I'll return your money if I can't suit you. JED GOARBORO, Box 63, Station W. Brooklyn, N. Y.

\$1.00 FOR a plain, common-sense ad, with well-drawn online illustration. This is a quantity price—one hundred would cost \$100. These ads are like those of Rogers, Peet & Co. Send \$1.00 for a sample. BRETT, 123 Nassau St., N. Y.

A REGULAR SNAP FOR CLOTHIERS—30 ads for \$5, cash with order. None of your motherate, prehistoric, time-worn, space-filling chestnuts, but fresh, original ads, crisp as a new bank node, bright as a shining dollar, and with that good of the season of the s

B USINESS literature—interested † I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

SAVE time and trouble. Have somebody else write your ads, and let that somebody be MRS. G. F. HUNT,42 Richardson St., Newton, Mass.

MRS. G. F. HUNT, 48 Richardson St., Newton, Mass.
A Tlast Five run across two dead beats. One
A lives in Boston; the other in California.
Each took advantage of my offer to prepare ads
for any reader of PRINTERS! INK and submit the
same before asking for pay. I got up the ads and
submitted them, but I haven't got any pay yet.
I propose to modify the offer like this: For any
reputable reader of PRINTERS! INK I will write
ads, circulars or booklets, and the work need not
be paid for until seen and accepted. Ten retail
ads and ten illustrations, \$10. Circulars, \$2.5
and more. Booklets, \$1 a page. I invite every
BERT M. MOSES, Box 283, Brooklyn, N. Y. Ten
medical ads, \$30

W. H. Lyrigh a series of 18 single collume.

medical ads, \$30

I WILL furnish a series of 13 single column
I will furnish a series of 13 single column
I will furnish as considered to the column of the

JOHNSTON, Meanager Printers' Ink Press, 19 Spruce St., New York.

I EXPLAINED last week that I had undertaken the publicity of The Lotus Press; advertisement writing is my business, and my business is successful because I will write only what I know to be true; consequently I write only what I know to be true; consequently I write as I feel and I is a fact, that the character of a business house is often judged by the printing it uses and that it pays best to have it nicely done. There is a very great waste to most printing, and most of the waste is occasioned by its interiority. I have known persons to receive catalogues that were up that they took the trouble to send them to others whom they thought would be interested in them. That kind of advertising pays, and is the kind that pays best. A catalogue always involves considerable expense; if, on account of its of the control o

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

ALABAMA.

A LABAMA papers are shy about exploiting their merits.

ALASKA.

N O Alaska paper is big enough to advertise in PRINTERS' INK.

ARIZONA.

A RIZONA papers are too modest to advertise

ARKANSAS.

A MATTER OF BUSINESS.

The Best Newspaper Pays Advertisers Most.

THE BEST ARKANSAS NEWSPAPER IS

...THE GAZETTE ...

Advertisers can draw their own conclusions. And if they want rates, will receive them on

THE ARKANSAS GAZETTE,

Little Rock, Ark.

CALIFORNIA.

OS ANGELES TIMES—Southern California's great daily. Foremost advertising medium. 1 HE great California fruit-growing district of which san Jose is the center is thoroughly covered by the San Jose MERCURY. For advertising rates in daily or weekly address San Jose, Cal.

THE WAVE, San Francisco, Cal., the ciety, literary and political weekly. E. KATZ, 183-181 World Bidg, New 13,000 weekly Guaranteed.

COLORADO.

('OLORADO papers want page advertisements in Printers' INE, and have no use for small, classified announcements.

CONNECTICUT.

THE UNION.

Bridgeport, Conn.
Daily, 7,560.

Western Connecticut throughly covered by the
TWO UNIONS.

O. L. MOSES, New York Representative, 600
Vanderbilt Bidg. THE UNION PUBLISHING THE UNION, O. L. Moses, New Vanderbilt Bldg. TI CO., Bridgeport, Conn

THE TWO HERALDS.

WATERBURY SUNDAY HERALD. BRIDGEPORT SUNDAY HERALD

Every nook and corner in the Nutmer State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation. 80,000. 150,000 Readers.

DELAWARE.

I S such a little State.

DISTRICT OF COLUMBIA.

WANTS bigger space and display than can be had here.

IDAHO.

A DVERTISING in PRINTERS' INK costs too much, unless one has something really worth saying.

INDIANA.

The Big Weekly of the West.

The AMERICAN TRIBUNE, of Indianapolis, Ind., is the largest WEEKLY published in Indiana.

IOWA.

THE DUBUQUE TELEGRAPH is acknowledged to be the best advertising medium in Eastern and Northern lows, and equal to any in the State. It reaches the people in lowa, Northern Illinois and Southern Wisconsin. Send for a sample copy and rates of advertising. Address THE TELEGRAPH, Dubuque, lowa.

LOUISIANA.

SO.'N PRESBYTERIAN, New Orleans, wkly ctr. over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

A DS in THE INDEPENDENT, Farmington, Me., produce results and mail orders.

MASSACHUSETTS.

30 CENTS for 40 words, 6 days, Daily ENTEN-PRISE, Brockton, Mass. Circulation 7,500. W ONDERFUL!—Send 10c to FRANK HARRI-SON, Boston, Mass., and see what you will get.

MICHIGAN.

DETROIT SUNS, 118,000 weekly.

BUCHANAN, Mich., is booming. Every citi-

SAGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

SAGINAW COURIER-HERALD is delivered di-rectly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches. DETROIT SUNS, ILLUSTRATED and SUNDAY, circulation, 118,000, are profitable mediums.

RAND RAPIDS DEMOCRAT, the leading pa-per in Michigan, outside Detroit. 13,000 daily. SAGINAW evening and weekly NEWS. Largest circulations in the Saginaw Valley, Michigan

When Looking for Neturns,

When Looking for Neturns,

THE LOCAL REPUBLICAN,

Ask for Sample Copy.

Lisslin, Mich.

DETROIT ILJUSTRATED SUN, weekly, 97,837;

SUNDAY SUN, 25,28. Adv. office, 517 femple Courk, New York City. Books and pressroom always open to inspection of advertisers or their representatives.

D ESULTS - Advertise where you will get pay.

In just pay the property of the

BATS CHICUBATION, DES/973 WEEKLY.
AGINAW OUNTERF-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly, Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1870; Sunday, 7,000; Weekly, 14,000; Est. 1870; Sunday, 7,000; Weekly, 14,000; Est. 1870; Sunday, 7,000; Weekly, 14,000; Est. 1870; Sunday, 1

MINNESOTA.

THE DULUTH NEWS-TRIBUNE - The only morning daily paper. Established in 1879.

Published at the head of the Great Lakes, Duluth, Minnesota. The average daily circulation now exceeds 7,000 copies. Daily, Sunday and wellty editions. New rates of subsections with the company of the

MISSOURI.

REACH doctors - MEDICAL FORTNIGHTLY does it best. 1006 Olive, St. Louis.

A does it best. 1008 Olive, St. Louis.

THE PACKER, Kannas City, Mo. Fifth in circulation of Missouri newspapers. First in circulation of the trade papers of America. The Armour Facking Co. writes under date Jan 18: "Referring to your letter of January 17th, asking if we feel justified in making a statement as to whether the results obtained from the PACKER have been satisfactory, beg to say that we do so with pleasure. We receive orders constantly referring to our advertisement in your paper, and continue a present part of the probably continue or advertisement in your paper, and continue a present paper.

MARYLAND.

ON'T take much stock in advertising; but when it must be done wants more space.

MISSISSIPPI.

IKE the violet seeks seclusion.

MONTANA.

THE LIVINGSTON ENTERPRISE; eight pages; all home print. Circulation exceeds 1,000.

A NACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 1,000 copies daily.

NEBRASKA.

NEARLY 700 publishers are increasing their circulation by offering to Germans the FREE PRESSE, Lincoln, Neb., at 65 cts. per year; 8-page wkly; samples free. Write for particulars.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages.
All home print. Leads in Nevada.

NEW HAMPSHIRE.

Established 1877.

The GRANITE MONTHLY

Beautifully Illustrated.
A New Hampshire Magazine.
FRANK E. MORRISON. - - Special Agent,
TEMPLE COURT, NEW YORK.

NEW JERSEY.

ATLANTIC REVIEW, Atlantic City, guarantees a daily circulation of 1,500. It's a leader.

BRIDGETON (N. J.) EVENING NEWS leads all Bouth Jersey papers in circulation. Space dat 12cents, 15 cents, 25 cents an inch an insertion.

THE EVENING JOURNAL, JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.
Advertisers find IT PAYS!

NEW MEXICO.

TOO dry to advertise much.

NEW YORK.

100.000 READERS in 15.000 offices. THE NATIONAL PROVISIONER, 884 Pearl St., New York.

QUEEN OF FABRION, New York City.
Usued monthly. A million copies a year.

We think you will like this. "How to Make Advertising Pay" 25c. 1 kN BOOFS 1 year.
20c. We send both for 25c. Address INK DEOFS, Farmington, N. Y.

TORIETTE A Magazine of original tales. The March issue appears in a men and artistic dress. Send for rates. STORIETTES PUB. Co. Downing Building, New York.

THE HOUSEWIFE,

New Office, 114 Nassau St., N.Y.

Circulation 75,000 Copies Monthly. Send for Advertising Rates and Specimen Copies. Ask for Special Rates for Advertising in

Texas Siftings

BEFORE THE ADVANCE.

ALL AGENCIES

ELMIRA TELEGRAM

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. Frank Richardson, General Agent.

Rooms 13, 14 and 15 Tribune Bldg., New York City.

The Leading Illustrated Paper of

LESLIE'S WEEKLY.

Every Live Advertiser recognizes

this fact and acts accordingly.

Send for Rates and Copies.

WILLIAM L. MILLER, Advertising Manager,

Albany's Most Popular Daily.

Circulation 17,400.

Albany's Great One-Cent
Newspaper.

This is to certify that the Circulation of THE DAILY PRESS AND KNICKPR-BOCKER is Constantly Increasing and that the number of copies printed this day was 17,400.

State of New York, City and County of Albany.
Sworn to before me this 16th day of November, 1894.

Notary Public, Albany, N.Y.

THE PRESS CO., Publishers, Press Bldg., Albany, N. Y.

Ten Cents per week for the Dally and Sunday Press.

NORTH CAROLINA.

REFERS local patronage, which pays better.

NORTH DAKOTA.

100 cold to advertise in the winter.

OHIO.

L ARGEST circ'n of any Prohibition paper in Instin: Beacon and New Era, Springfield, O. DATTON MORNING TIMES and EVENING DAWNEWS. Combined circulation 14,000 daily. YOUNGSTOWN VINDICATOR, 7,800 daily, 6,300 weekly, Leading newspaper in Eastern Ohlo. THE TRI-STATE GROCER visits the grocers and produce merchants of Ohlo, Ind, and Mich. weekly. If you are not in it, it will pay you to write to TRI-STATE GROCER CO., Toyledo, O.

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guanantee that it has double the paid circulation of an uncues, adv. Mgr.

PENNSYLVANIA.

E DUCATIONAL INDEPENDENT, school w'kly. DESIRABLE REAPERS and a good circula-tion are what advertisers receive in the CHESTEE THES. 3,900 well-to-do, intelligent people read the TRES with their supper every day. WALLAGE & SPROUL, Chester, Pa.

INTELLIGENCER—DALY and WEEKLY,
Doylestown, Pa.
For guranteed circulation see
Rowell's Directory. Always
the leaders.
Always best mediums for
advertisers' purposes.

RHODE ISLAND.

 $H^{\,\mathrm{OME}\,\,\mathrm{GUARD}}$, Providence, R. I.; circulation 56,000; paid up subscription list.

SOUTH CAROLINA.

THE daily edition of THE STATE, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

SOUTH DAKOTA.

OTHING to advertise.

TEXAS.

THE TEXAS BAPTIST STANDARD, Wacc, Texas, averaged 22,500 circulation in Octo-ber, 1894, as shown by affidavits of proprietor, bookkeeper and pressman. Rates reasonable.

THE POST: HOUSTON, TEXAS,
Has a LARGER REGULAR ISSUE THAN ANY
DALLY IN TEXAS, and is so guaranteed by Roweil's 1894 Directory under a forfeit of \$100. St. C.
BECKWITH, Sole Agent Foreign Advertising,
New York and Chicago.

UTAH.

W ANTS more space or none at all.

VIRGINIA.

HE VIRGINIAN, Emporia. 8-page weekly. Large circulation in Va. and N. C.

WASHINGTON.

SEATTLE POST-INTELLIGENCER.

Nher Post Intelligencer Seattle has or of the four great papers of the Pacific Coast."—Harper's Weekly.

Only morning paper. Consolidation SPORES Only morning paper. Consolidation Socials Contymorning paper. Consolidation Socials of the Competitor within 800 miles. Population spokane, 1881, 600; 1894, 85,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The KEYIEW is the recognized exponent of all the best interests of Spokane and the vast

WYOMING.

THE ladies will not allow its newspapers to use PRINTERS' INK.

CANADA.

WANTS reciprocity-not advertising.

country tributary to it.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD brings latest news and is excefully read.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, is the appropriate class cost is cents a line, for each insertion. One tine, without display or black-faced type, inserted one year, is uceke, for #15, 0 months for #3.0, 3 months for #3.0, 5 months for #3.0, 5 months for #3.0, 5 months for #3.0, or 4 weeks for #1. Display or black-faced type charged at 30 cents a line each issue, or #26 a year, or #2 a wonth, for each line of pearl space occupied by does not find the keeding he wants one will be made to specially #1 his case.

AGRICULTURAL IMPLEMENTS.

FARM MACHINERY (Eli), St. Louis, Mo. Largest issue in 3 years, 30,000. Smallest issue in 8 years, 10,000. Largest average for 12 months, 17,600.

AGRICULTURE

HOME AND FARM, Louisville, Ky. WISCONSIN AGRICULTURIST, Racine, Wis. ARCHITECTURE.

INLAND ARCHITECT, Chicago. Best in West. COAL

COAL TRADE JOURNAL New York City. DAIRYING.

The American Creamery, Chiesgo, FASHIONS.

QUEEN OF FASHION, N. Y. City.
Issued monthly. A million copies a year
THE WAVE, San Francisco. Cal. 13,000 weekly.

HARDWARE AND HOUSE FURNISHING.

HARDWARE AND HOUSE FURNISHING. HARDWARE DEALERS MAGAZINE
Charges the most for its space, and carries 87 pages of advertisements. Only of value to those baving something worth saying and interesting for hardwaremen to hear. It spe ks loud and it speaks far. That means attractive advertisements and wide circulation. We sugnified the support of the sup

HOMCEOPATHY. HOMGEOPATHIC RECORDER, Phila., Pa. LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly. MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or. SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly. SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City. SUNDAY PAPERS.

ELMIRA. N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

TEXTILE. TEXTILE WORLD, Boston. Largest rating. TOBACCO.

WESTERN TOBACCO JOURNAL, Cincinnati. TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City. VEHICLES.

FARM MACHINERY (Eli), St. Louis, Mo. WOMEN

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

YOU

Should Subscribe for PRINTERS' INK,

"The Little Schoolmaster in the Art of Advertising."

PRINTERS' INK is a weekly journal which aims to reflect the current thought and indicates the tendencies of the art, science and business of advertising. Its publishers spare no trouble or expense in securing articles from and interviews with the ablest and most experienced and successful advertisers and advertising men of the country. It is recognized as the advertisers' organ, and it is employed by them in the interchange and discussion of ideas and suggestions which may further the interests of advertisers.

PRINTERS' INK aims to supply hints and information interesting and useful to both large and small advertisers. Advertisements deemed worthy of it are from time to time reproduced in its columns and their good and bad points intelligently discussed. The methods of successful advertisers are described and comparisons made of the various results they obtain. Even the oldest and most experienced advertisers secure many valuable suggestions and ideas from a perusal of the articles by the many bright writers who contribute to its pages.

PRINTERS' INK believes that the most profitable form of advertising is that accomplished through the medium of the press, but it nevertheless publishes much interesting matter in regard to other methods of publicity.

PRINTERS' INK is not noted for its bulkiness, its limited size being its special feature, but like some small advertisements, its value is not diminished thereby. Its readers are not under the necessity of searching through a quantity of chaff in order to find a grain of wheat.

PRINTERS' INK relies for support on the subscriptions of advertisers and the advertising patronage of newspaper publishers. It includes among its subscribers the names of practically all the leading advertisers in the United States, and it is the recognized medium through which newspaper publishers may make known the merits of their own mediums to the advertisers of the country.

The subscription price of Printers' Ink is \$2 a year. All orders should be addressed to

PRINTERS' INK, 10 SPRUCE ST., NEW YORK.

Sample Copy Editions.

PRINTING OFFICES, April 3rd.
PRINTING OFFICES, April 10th.
FOR DRUGGISTS, April 17th.
FOR DRUGGISTS, April 24th.
HARDWARE MFRS., May 1st.
FOR BREWERS, May 8th.

A series of six issues of our paper, intended to induce the above-named classes to become subscribers to Printers' Ink, will be published as stated above, and articles calculated to interest or instruct these classes are especially desired for use in these editions as follows:

FOR APRIL 3D & 10TH.

How Printers and Publishers should advertise.

Why Printers and Publishers should subscribe for PRINTERS' INK.

FOR APRIL 17TH & 24TH.

How Druggists should advertise.

Why Druggists should subscribe for PRINTERS' INK.

FOR MAY IST.

How Manufacturers of Hardware should advertise.

Why Manufacturers of Hardware should subscribe for PRINTERS' INK.

FOR MAY 8TH.

How a Brewer should advertise.

Why a Brewer should subscribe for PRINTERS' INK.

Articles received will be accepted and paid for or returned before the date of issue.

Address all communications to

PRINTERS' INK,

10 SPRUCE ST., NEW YORK.

Advertisements for PRINTERS' INK are solicited.

Advertisements of things useful to advertisers are earnestly solicited.

Classified advertisements, no display, 25 cents a line of six words.

Displayed advertisements, 50 cents a line, \$7.50 an inch; \$100 a page; \$50 for half a page; \$25 for a quarter page. Copy must be received one week in advance. Send all orders to

PRINTERS' INK,

10 Spruce St., New York.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

A JOURNAL FOR ADVENTISERS.

137 Insued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; 127 Two Dollars a year. Five Cents a copy; 128 Two Dollars a year. Five Cents a copy; 128 Two Dollars a year. Five Cents a copy; 128 Henge printed from plates, it ways a constant special terms on application. 128 Henge printed from plates, it is always and the printed from plates it mented copies for \$25, or a larger number at same rate. 138 If any person who has not paid for it is receiving Frintress The, it is because some one has cubscribed in his name. Every paper is \$250 Two Prices Transfer of Printress Ink for a full year, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation Newspaper Directory, so that the circulation for 1895, shows that the actual average issue for the last year was 11,788 copies; for the last six months, 18,75 copies; for the last six months, 18,75 copies; for the last six months, 18,75 copies; for the last five months, 18,75 copies; for the last four weeks, 2,550 copies. NEW YORK OFFICES: No. 10 SPRUCE STREET.

CHICAGO AGENTS BENHAM & INGRAHAM, 26 Evening Post Building.

NEW YORK, MARCH 27, 1895.

THE great public school is the newspaper.

SEVERAL business colleges use decision. PRINTERS' INK as a text-book.

PRINTERS' INK is to the advertiser what the school teacher is to the child.

THE New York Evening Post is rightly considered one of the best publications in America for school advertising.

To give a young man a practical education in the art of advertising is to give him one of the most essential requirements of success.

DURING the week ending Friday, March 15th, there were added to the mailing list of PRINTERS' INK the names of 511 new annual subscribers.

A SMALL advertisement ought to be an inspiring example of forceful, graceful English. It ought to embody the literary excellence of the school.

THE mediums that are good for advertising all high-class goods are good for advertising schools—daily papers and magazines that reach the better classes.

A BUSINESS college that advertises in a business like manner will impress a business man as being a good place in which to prepare his children for a business career.

SHALL we put prices in our ads? Certainly! If the prices are high they convey the idea that the goods are A1. If they are low, the reader expects a bargain.

DURING the last few months there has scarcely been an issue of the West Chester (Pa.) Republican which has not contained matter clipped, without credit, from PRINTERS' INK.

THE Rule of Three is a good one for schools to go by. First, learn how to advertise; second, when to adver-tise; third, where to advertise. All this knowledge can be obtained by carefully reading PRINTERS' INK.

THE family mind is made up as to where the boy or the girl shall go to school in no sudden mood; thus the value of all-the-year-round advertising for schools and colleges that hope to have an influence on this important

Schools are a subject of direct interest to ten millions of people in this country who have growing children, and indirectly of interest to thirty millions more-a pretty large and attentive audience for the school advertiser to address.

PRINTERS' INK is called the "Little Schoolmaster in the art of advertising," and regarded by advertising and business men everywhere as the accepted authority on the subject of which it treats. It should therefore be found in every progressive school.

ADVERTISING to the youth himself, in his own publications, like the Youth's Companion, and his school papers, is a hint that may prove of value to school advertisers. It's the boy who frequently dictates what school shall secure his father's money.

WHEN fully half the literature in the magazines is advertising matter; when that matter is read with as much interest as the rest, and when the literary and art work in the advertising department are paid for in coin of higher denomination than the other is, does it not strike the young literary student that advertising is worth studying as a branch of literature?

EVERY college has from two to ten periodicals, and every preparatory, commercial and technical school has from one to half a dozen. Every manager, editor and advertising man on these publications should read PRINTERS' INK every week, which is one strong reason for schools subscribing for the Little Schoolmaster.

MR. THOMAS DUNNE, of the Brook-lyn Eagle, recently secured a big order from Mr. Frank B. Stevens for the insertion of the Paine's Celery Compound advertisements. Although Brooklyn is the fourth largest city in the United States, Messrs. Wells & Richardson have never before contracted with any Brooklyn journal, because they have thought the field sufficiently covered by the New York dailies. Frank Stevens evidently has more sense.

THE advertisements in the Braintrim Messenger, of Laceyville, Pa., are said to be read to a degree quite unusual. Mr. G. B. MacWard, its editor and publisher, explains that they are studied on account of the prize presented each week to the person sending in the first correct list of five intentionally mis-spelled words in as many different ads in the previous issue. Replies are received not only from Pennsylvania, but from more distant States as well.

DID you ever notice the comparison that may be made between the work of the cloth weaver and the weaver of advertisements? The weaver of cloth takes the vari-colored threads made up of the fleecy wool and by skill and the use of modern machinery weaves the threads into beautiful, tasteful patterns. The product of the loom is brought into the stores and is admired by many. The beautiful patterns are the means of selling more cloth. The cloth with the prettiest pattern and the most attractive shades attracts most buyers. The writer of advertisements takes the words at his command made up of letters. These are the raw material and he weaves them into language bright and to the point. His brightest advertisements most attract the eye. The pen obeys the dictates of the mind, the mind contains the designs of the writer, just as the beautiful patterns of cloth are previously designed by the artist's hand.

Persons who have sufficient knowledge of the law governing the carriage of second-class mail matter to enable them to speak understandingly on the subject, and to indicate such changes in the law or the method of its execution as would be calculated to bring about a better or more harmonious arrangement for the distribution of printed matter, are desired to prepare short communications on the subject for publication in Printers' Ink. Articles submitted will be paid for promptly, or returned.

ONE reason why schools should subscribe for PRINTERS' INK is because no curriculum is complete without PRINTERS' INK among the text-books; in business schooling it is principal and faculty-rightly named in its early "The Little Schoolmaster. days This must be patent to any one who spends five minutes in glancing through it; the weekly unsolicited testimonials as to benefits and instruction received from even a casual glance at the biglittle journal are enough to convince even the egotistical that the most experienced can be "never too old to learn" from that past master of the advertising fraternity. To thoroughly imbibe the initial principles of business (how to advertise so as to sell goods) patiently and persistently peruse PRINTERS' INK. A year's subscription to PRINTERS' INK is a year's business-college training boiled down.

A SERVICEABLE thermometer—good enough for a bedroom or an office, capable of having an advertisement printed on it in as many colors as desired, packed in a box, mailable for 2 cents, including the wrapper, capable of being sold at retail for to cents (including packing and postage to Brooklyn or Alaska), or by the hundred with an advertisement card printed thereon for seven dollars, or by the hundred thousand at a vast reduction-is certainly a promising advertising novelty. This specially desirable little advertising thermometer, specially desir-able on account of its low price and lightness, has one other circumstance in its favor that will make it talked about among advertising men: viz., it occupies the first page of this issue of PRINTERS' INK, which is admitted by everybody to be the most conspicuous place in all this world for such an announcement.

of PRINTERS' INK of the issue of what accelerated by the demand on the Wednesday, May Ist, will be sent to manufacturers of small tools, cuton the part of publishers to give, a lery, bicycles, and such goods as are position "thead of column next to readenerally sold in the hardware stores. This is done with a view of imtaste of the present generation may be a proposition to the present generation and the part of publishers to give, a part of advertisers to secure, and to manufacturers of small tools, cut
This is done with a view of impact to the present generation and the part of publishers to give, a part of advertisers to secure, and to manufacturers of small tools, cut
This is done with a view of impact to the present general to the part of advertisers to secure, and to manufacturers to secure, and to secure the part of advertisers to secure, and to secure the part of advertisers to s pressing these people with the great have demanded a more convenient value of the teachings of "The size; but the most important agency in Little Schoolmaster in the Art of bringing about the change has un-Advertising," and to secure their annual subscriptions. This list has been compiled with painstaking care by the publishers of the Hardware Dealers' Magazine.

If the average schoolmaster were asked by a single possible patron to describe the advantages of his school, he would throw all the intellectual energy and enthusiasm of which he is capable into the reply he would make. If he were to address a hundred people on the same subject, he would spare no pains to present the subject with adequate eloquence. But if he addresses a hundred thousand people in a magazine he writes out a perfunctory statement about location, studies and tuition, absolutely without force or finish. He would do things differently if he studied advertising a little more carefully.

THERE was a time when a father knew from the birth of his son or daughter at just what school the child would be educated; there was no questioning, no debating-in fact, there was but one school to which the child could possibly be sent, and that was the nearest school of the religious denomination to which the parents belonged. But all this is now changed; there are schools and schools; distance has been so annihilated that it does not enter into the question, and parents have a great diversity from which to select. They weigh the matter very carefully; they hesitate and investigate, and consequently their minds are in a proper condition to be favorably impressed by a good, convincing advertisement.

In the American Newspaper Directory of twenty-five years ago most country weekly newspapers are de- would make a uniform rate for sealed scribed as containing four pages-often matter and another rate for unsealed of what was then called "blanket matter. Then postmasters will not be size." At present, however, the ma- compelled to spend time in studying jority consist of eight pages, ranging the difference between a mark made from 10 by 20 to 18 by 24 in size. with a pen and one made with a stamp.

ABOUT three thousand sample copies Possibly this change has been somebringing about the change has un-doubtedly been the Co-operative Newspaper Unions.

> EVERY school library should receive a copy of Printers' INK every week. It is a good thing for the youths of the land to read. It gives them correct ideas of the world in which they have to live. It teaches them that honesty is the only method by which business success can be attained. It teaches them to write terse, logical English, and to avoid bombast and hollow pretenses. Whatever the young manor the young woman, either, for that matter-does after leaving school he will be better equipped by the contact with the activities of life that he receives through the pages of PRINT-ERS' INK. The schoolmaster, too, who is often accused of being visionary and impractical, will gain many an interesting and helpful idea from his brother in pedagogy-the Little Schoolmaster in advertising. It will keep him in touch with what the world of business is doing, and, what is more important, how they are doing it. Business methods is the lesson taught by the Little Schoolmaster, and he is an admitted master of the art.

SEALED OR UNSEALED.

The Postmaster-General has issued an order to the effect that hand-stamped alterations of or additions to price-lists invoices, catalogues, or other forms of the same nature, as well as like changes in circulars or other as well as like changes in circulars or other printed matter, converting the same into orders for goods or making any announcement of the character of a personal communication, are held to be equivalent to writing or typewriting, and will therefore subject the matter upon which they may be impressed, when mailed, to the letter rate of postage. Mere business cards, however, or other handstamped additions clearly of an advertising character may be impressed upon third-class matter without subjecting it to the nigher rate matter without subjecting it to the nigher rate of postage.—N. Y. Times, March 15.

PRINTERS' INK wishes that Congress

THE ADVERTISING MANAGER

AND WHAT HE IS SUPPOSED TO KNOW.

By Newcomb Cleveland.

The manager of advertising for a general advertiser is supposed to know how to spend his employer's money so as to produce the best results. That is all he has to do.

Now anybody can spend money, and, as to results, no matter how good they may be no one can prove that they might not have been better, and no matter how disappointing it can always be said that they might have been worse.

There is no absolute standard by which to judge of the worth of any advertisement, or of any system of advertising, as practiced by an advertising manager. Many articles poorly advertised have succeeded and others well advertised have failed. No man can control the acts of the public and no one can infallibly predict the future.

But the manager's position is no sinecure, and a numskull cannot fill it. The variety and extent of information he ought to have would surprise one not familiar with the subject.

I have several friends who are advertising managers and they have told me from time to time a number of things that they find it useful to know. These I have put in a list. They themselves are all modest men, and to save the record from oblivion it is fitting that one who is not a manager should offer it for publication.

An advertising man must know how to write-to write good plain English, words that will mean what he intends them to mean, and that are simple and easy to understand and suited to the people whose interest he wishes to A patent medicine, for inarouse. stance, is advertised in daily papers. Half the readers are uneducated persons, whose own vocabulary is limited, and who are by no means walking cyclopædias. A college-bred writer is apt to express himself as he would to his intellectual equals. He must get over that if he intends to reach the

On the other hand, if he is writing up a sale of paintings, his language and style must be adapted to readers of a different class.

He must understand what he is

writing about. If you are to sell machines to machinists you must know your machine, otherwise how can you do its merits justice? No one is competent to sit down and write off-hand on a business that he knows nothing about. He may dress up an old idea, but he cannot make any new points that will be really valuable unless he has studied the field. The advertising manager must develop his perceptive faculties, use his own eyes and brain and discover advertising "points," by which is meant not phrases that will appear bright or witty, but points of contact with the needs of the public, features and special advantages that will appeal to different people and more people. To excite action is his object, and the laws of human nature must be regarded.

An advertising manager who is AI must not only offer to supply a demand, but must create his demand. He must make people believe they are ill and cannot get well without his remedy. He must make the woman who is about to plant her garden think her garden will not be worth having unless she has some seeds or roses from this one place. It is evident that a peculiar sort of art, legitimate art, is called for.

He is supposed to know how to set an advertisement so it will look well in the papers and will stand out boldly when thrown in among other advertisements. This is no easy thing to do.

He will have use for artistic taste. It may be desirable to have pictures in magazines, on posters, show cards, etc., and if he has no idea of art he may find himself some day in a ludicrous situation. If he is thoroughly up-to-date he will keep in touch with the new movements in art and design, such as that just now represented by M. Grasset and Mr. Beardsley abroad, and Mr. Rhead and Mr. Bradley in this country.

He is supposed to know enough about the papers and magazines of the country to select the best ones for his purpose. In New York City he would not make the error of advertising a \$4 a month catarrh treatment in the Evening Post or Harper's Bazar, but if he passes as a qualified man he is supposed to be sufficiently informed about the papers of Cincinnati, Phila-

tion fluctuation in value is rapid. A which together are rare indeed. man who is looking after large financial interests, directly dependent upon the character and circulation of the advertising mediums selected, must be wide awake or he will get left.

When the advertising manager comes to the delicate subject of circulation he will have need of the wisdom of the serpent and the harmlessness of the dove. He is supposed to know that a magazine may print 50,000 copies a certain month and have it sworn to when its subscription list is but 5,000. Yet he must not forget that in this world many an innocent suffers with the guilty, and that the little-known paper that comes to him may have everything it claims and be a first-class medium to take up.

He must know what prices are right and what are not.

He will find it well to know enough about lithography to tell a good job from a poor one, and to see that when ten colors are paid for he gets ten and not seven.

Billposting may be wanted. well informed he will know the right season, the right rates, the best way to get it done over a large territory, what firms are best to employ, the size of a one-sheet poster, that it costs as much to post a half-size sheet as a whole one, how to produce six colors with two kinds of ink, and so forth.

He must have a large bump of "calculation" and be a good business man, for advertising is not literature but business. He must study population and statistics and put his appropriation where it will do the most good. It will not answer for him to use up half his money in one-tenth of the allotted territory, and it will be bad policy for him to seek trade in one State at such and such per cent of cost when it can be secured in some other locality at half the expenditure. He must not let his enthusiasm run away with his judgment.

He must not only command the re- of a well-arranged plan.

delphia, Chicago, San Francisco and spect of the gentlemen with whom he so on, to pick out in those cities just transacts business, but he must be per-the class of papers he wants. This sonally agreeable, for in advertising sort of information he cannot get from some things go by favor. In short, any newspaper directory. He must the successful management of general gain it himself. He must have an ear for news and a capacious memory. the must the successful management of general advertising calls for an unusual combination of qualities, some of which Among mediums of general circula- alone are common enough, but all of

TESTING THE "WANT" COLUMNS.

For some time Harris, the %4 shoe man, has been testing the efficiency of the "want" pages, and to satisfy himself that people in all parts of the country actually read and heed the classified wants, he offered, a few weeks ago, a pair of %4 shoes to the one who would send him the cleverest "want ad," making the offer only through the want pages. The result is simply appalling. Answers have been pouring in by the peck, and the range of territory covered is almost incredible. Mr. Harris had no idea that the contest would prove so extensive, nor that so contest would prove so extensive, nor that so many good "ads" would be sent in compe-tition. In fact, so difficult was it to decide that he resolved to refer the decision to Bert Ball, the expert advertising writer, whose ad was as follows:

FOR RENT—4,000 pairs of fine calf shoes for men. These shoes are all empty, and we wish 4,000 desirable tenants to move in at once. You may have a life lease for \$4, or will furnish warranty deed to you and your heirs forever at same price. Harris, 520 heirs f

Mr. Harris insisted that he thought that the ad submitted by Mr. Ball is the best one, but as Mr. Ball flatly refused the prize un-der the circumstances, the pair of shoes was finally, after much hesitancy, awarded to Mr. Roy D. Marsh, of Carey, Kan., who sent this:

WANTED—Correspondent by young Kan-sas lady. Party answering must be tall, dark-complexioned, and must wear Harris' \$4 shoes. Address Harris, 52 Pine st.

Several of the other answers showed a great deal of originality. A few samples are here appended:

WANTED-Partner to help me wear out a pair of Harris' \$4 shoes. No capital required.

WANTED — A sober, industrious man; steady employment for two years to wear out a pair of Harris' \$4 shoes.

PERSONAL — If young lady who admired gentleman's feet on Olive street car has a brother, tell him the shoes came from Harris'. WANTED—The present address of Maj. von Swunkinsel, late of the Austrian army, who left Vienna on the 10th of January uit, en route for St. Louis to purchase a pair of Harris' 34 shoes. Address Harris, 320 Pine st.

LOST — Somewhere between Bremen and Carondelet, a lady's diamond ring, a pearl necklace, a gold watch with initials "J. H..." and a pair of Harris \$4 shoes. Finder can keep all but the shoes. Address 520 Pine st.

WANTED—To sell a man with 30 feet in Cabanne a pair of shoes at \$2 a foot. Har-rls, 520 Pine st.

The contagion spread over all classes of people. Even girls in boarding schools and judges on the bench contributed their quota.—St. Louis Globe-Democrat.

A WELL-ARRANGED ad is a pretty good sign

HOW A SCHOOL SHOULD ADVERTISE.

By J. J. Bamberger.

The school advertiser ventures slowly. To many schools advertising is a new thing. The worthy trustees get together and decide to advertise in the town daily at fifteen cents a line, and never hear from it; but the school principal who is a business man knows that without advertising there can be no marked success. Where and how is the bulk of this advertising done? is a question the tyro in advertising will ask. Most of the schools conduct their business through the A friend who aid of an advertising agency. A friend who has a large interest in a military academy was kind enough to show me recently a list of the papers he had selected to advertise in. the papers he had selected to advertus in. His ad was concise and snappy, setting forth the fact that the school was lighted by electricity, fireproof and admirably situated; also that a thorough education was given, preparing the pupil either for business or college. This ad also stated that the military drill was under the direction of Capt. tary drill was under the direction of Capt.

of the — Infantry, detailed by the United States Government, and closed with the line: "Illustrated catalogue sent on request, with terms, etc." It was generally set up in three inches space. The Century, Harper's, Cosmopolitian and Ferum were all used, as well as religious and other weeklies. weeklies.

weeklies. Those bringing the largest number of applications for catalogues were found to be the Outlook, National Presbyterian and Public Opinion. I suggested adding Munsey's and Peterson's, which are rapidly coming to the front with a large circulation and reach a class of people who can afford to give their children educational advantages. I also children educational advantages. I also suggested the Ladies' Home Yournal and the Youth's Companion. A small ad had been already inserted in the latter and had proved satisfactory, but the Ladies' Home Journal had not been tried. It is strange that these two journals are not used more for this class of advertising, for they reach a great many homes. It may be that their rates, four dollars a line, are too high. The Army and Navy Journal and the Scientific American Navy Journal and the Scientific American are two papers that are widely read. Now let us turn to the girls' schools. The same plan in regard to the standard magazines may be adopted, but I think it a good thing to also use the women's papers, although this does not mean the exclusively feminine ones, as you will find a great many girls at boarding school who have no mothers but have been placed there by fathers or guardians. I would specially recommend Harnave oven placed there by fathers or guard-ians. I would specially recommend Har-per's Bazaar and the Housekeeper. Com-fort also reaches a great many homes, and could be used to advantage if a neat ad were displayed in its columns. Kate Field's Washington should also pay an ad-

vertiser. There are the schools of music, painting, acting, elocution, etc. These may be taken under one head. The standard magazines are used to advantage here, also the different art, musical and society journals. Now, as to placing advertising, my advice is to let some reliable firm, such as the Geo. P. Rowell Advertising Co., do it, for with their experience they will do the most good in proportion to the cost. But while perfecting your advertising plans don't for-get to subscribe for PRINTERS' INK. You will find it an invaluable aid, and it is a paper that can be placed in a school reading-room, where teachers and pupils will reap benefit from its bright and instructive ideas. OUR READY-MADE ADS.

PRINTERS' INK's suggestions to advertisers are not only much copied at the time of pub-lication, but are often adopted by enterpris-ing business men long after their original appearance.

Don't Answer That

BON

Letter on Shabb abby note paper Answer it on MARCHE note paper, it's cheap

enough, goodness knows.— enough, goodness knows.— The "Bon Marche" is of extra super Satin finish, put up in handsome boxes, octavo size, containing one quire of paper, with enopes to match. SPECIAL PRICE THIS WEEK, oc. a box.

RICHARDS.

58 West 23d St.

This same ad, which was published in the "Ready-made" advertisement department of PRINTERS' INK two years ago, appeared in the World the other evening over the name of one of the most wide-awake advertisers in New York.

ADVERTISING A SCHOOL.

By Lawis Garrison.

When a school has only a small amount of money at its disposal, its advertising expenditure should be placed where it will reach the class of people from which it expects patronage. When it is known as "select" and draws exclusively from the aristocratic and rich, I should endeavor to reach these people by means of private letters addressed to the families containing young people of school age. There are schools that depend upon the country at large for support. These should advertise judiciously in the country weeklies. Each advertisement should be worded carefully. It is a hard matter to When a school has only a small amount of country weekings. Each auvertisement should be worded carefully. It is a hard matter to say a great deal in little space, and I have always thought it advisable to put the advertising of a school in charge of a compevertising of a school in charge of a competent advertisement writer who can most advantageously word the matter and place the advertisements. I would not omit to send out catalogues for which the newspaper advertisements will bring requests. Many private school issue a publication edited by the scholars. That is an excellent advertisements will receive the school of the school is an excellent advertisements. ing medium, for each student will usually send copies in which he is personally interested to friends in all parts of the country. I should advise every school or college to subscribe for PRINTERS' INK. A perusal will convince any one that it is indispensable to convince any one that it is indispensable to an advertiser. It contains each week an experience meeting, wherein business men tell of the ways they have made money by the use of printers' ink and how others can do likewise. If a school extensively, Printers' Ink contains each week the addresses of the leading advertisement writers and the placers of advertising matter. placers of advertising matter.

LUCKILV there is no "professional etiquette" to prevent schoolmasters from advertising, though one might imagine, to examine their ads, that a cast-iron agreement existed among them by which a dull, monotonous sameness was inforced in preparing their ads.

PRAIRIE STATE ADVERTISING.

By C. M. Harger, Kansas

Advertisers who use the same methods in bringing their wares to the attention of people in the Far West as are observed in the East make a mistake. There is no similarity in the conditions of prairie States, such as Nebraska, Kansas and Oklahoma, and of the States of the Atlantic Coast. There the people are settled on old estates, have wealth and leisure, have time for considering the and leisure, have time for considering the pros and cons of buying and expect to remain where they are. Here in the West little is stable. The average dweller on the plains is a newcomer and expects to remain but a short time in his present location. The same is true of business houses to a degree. Western towns are notorious for their abundance of fire, bankrupt and closing out sales, which flourish in every vicinity to the detriment of the permanent merchant and his trade.

As a result the long-standing advertise-ment so common in the older States is prac-tically unknown. Only here and there is a paper which advertises summer goods in De-cember or Christmas novelties in May. The advertising is characterized by a nervous and energetic manner, abounding in huge black letters (wood-type being too frequently used)

that transforms the average frontier paper's advertising into a semblance of wall posters. Prices for advertising are more demoralized in the Western towns than ever known. For three years of drought and hard times the pathree years of drought and have the pers of the small towns have been moving into the larger places county seats and central business points. As a result these towns are loaded down with struggling newspapers, poorly printed and practically unedited. It is not uncommon to find a Kansas town of three thousand people with five weekly and perhaps one daily paper. That means a con-stant solicitation of the merchants for advertising and a cutting of rates to a ridiculously low figure. I have known papers in such towns to take a four-column, eighty-eight inches, advertisement for one dollar an issue. eighty-eight Is it any wonder that the average newspaper that tries to hold up a reasonable schedule of advertising prices becomes discouraged at the nature of its competition? There are hundreds of newspaper outfits

There are hundreds of newspaper curing loaded in wagons or packed away in empty storerooms in the prairie States awaiting an "opening," and at the first hint of one they will be utilized. The advertiser using these states are also as the state of the s itinerant sheets secures little value for his money. They obtain a large circulation in a money. They obtain a large circulation in a few weeks by putting the names in the county directory on their list indiscriminately. They never obtain or expect payment for three-fourths of the papers sent out. They get credit on their paper and ink bills, fight for a slice of the county printing fail and move on the county printing fail and move on their paper.

to try it again.

The advertiser in the prairie States will find about two substantial papers in every mu about two substantial papers in every county seat town papers that have been pub-lished for one or two decades, and have a standing in the community that makes their space valuable.

The other, itinerant sheets, may be safely slighted; money put into their columns is weated.

Business is not bad with The Churchman, a religious weekly of New York, as in the first ten issues of 1895 it is said to have gained ten thousand lines of cash advertising over the corresponding issues of 1894—an average gain each issue of more than two solid pages.

FREE ADVERTISING FOR SCHOOLS,

The school and college receives more free advertising than any other institution. The advertising than any other institution. The newspaper is a great friend to the college. Every account of college athletics, every article descriptive of the college and every bit of news concerning the college is a free advertisement. The philanthropist, or former student, who donates a considerable sum of money toward the maintenance of the college the professor who distinguishes him. college, the professor who distinguishes him-self by a speech or literary composition, or the student who subsequently becomes fa-mous in politics, law or literature, all adver-tise the college. The college or school that has a world-famous professor at the head of its faculty has a decided advantage over its less fortunate competitors. Every act he performs, every article he writes and every speech he delivers is an advertisement for his

The writer knows of a business school in one of our largest cities, which has a reputa-tion extending from one part of the country to the other—in fact, it is the best known business school in the United States. This reputation has been attained simply through the fame of its principal, who is a well known and wealthy business man and an authority on business. The school advertises largely, but gets many lines of reading notices in the newspapers absolutely free of charge. places its advertisements through an advertising agency in all of the country newspapers in the neighboring towns. A resident of any of these towns who enters upon a course in the school sets an example to his friends. The fact of his having entered the school is chronicled in the local newspaper, and the school gets the benefit of the "puff." When the school obtains a situation for a graduate, that also is made an item of news in the local H. P. BROWN. Paulsboro, N. J.

TWO DEADHEADS.

At a recent gathering of notable men, the after-dinner chat turned upon personal experiences, and a distinguished jurist related

After graduation he migrated to a Western town. Months of idleness, with no prospect of improvement, induced him to seek a new home. Without money to pay his fare, he boarded a train for Nashville, intending to boarded a train for Nashville, intending to seek employment as reporter on one of the daily newspapers. When the conductor called for his ticket he said:

"I am on the staff of the —— of Nashville; I suppose you will pass me?"
The conductor looked at him sharply.

"The editor of that paper is in the smoker; come with me; if he identifies you, all right."

He followed the conductor into the smoker ;

the situation was explained; Mr. Editor

"Oh, yes; I recognize him as one of the staff; it is all right." Before leaving the train the lawyer again

sought the editor.
"Why did you say you recognized me?

I'm not on your paper."
"I am not the editor, either. ing on his pass, and was scared to death lest you should give me away."—Faskions.

> What folly for some fools to say Advertising is no good. Why, even sarsaparillas pay And make a lively-Hood !

ADVERTISING IN BUFFALO.

Probably very few citizens of Buffalo ever think of the good they personally get from the large and judicious and skillful advertis-ing done by the principal dry goods and clothing and hardware and shoe and furni-ture houses of the city. These big houses advertise themselves directly, but they also advertise the city indirectly at the same time. They bring customers to their stores not only from eyery nart of the city, but sloe not only from every part of the city, but also from every part of Western New York and from many parts of Canada and Pennsylvania. These thousands of daily visitors make busi-ness for many others besides the advertisers ness for many others besides the advertisers whose announcements are the primary cause of their coming. They pay railway and street railroad fares. They pay hotel and restaurant bills. They buy city lots. They visit the theaters. They make acquaintances in Buffalo, and in time many of them become residents. They talk of Buffalo and advertise its attractions after they no here. They resucents. They talk of Buffalo and advertise its attractions after they go home. They come for "bargain day," but they find many other reasons for staying and for trading and for coming again. Of all the magnets that bring the people of a great tributary territory swarming into Buffalo day after day, there is no other one-half so potent as the big advertising of the high stores.

no other one-half so potent as the big adver-tising of the big stores.

A few years ago this was one of the worst advertising cities in the country. And it was one of the worst advertised cities. There was then no boom and the poorest man was the one who had most real estate. man was the one who had most real estate. The boom set in very soon after the big advertising set in, and there is no reasonable doubt that the two had a good deal to do with each other. So long as big and intelligent advertising is kept up, and so long as the Buffalo papers are able to spread it over such a wide extent of territory as they now are, the boom may be expected to survive and grow and flourish and expand into even larger proportions. As the papers are constantly extending their field, and as the confidence of business men in the virtue of big advertising is constantly increasing, the prosumer is constantly extending their field, and as the confidence of business men in the virtue of big advertising is constantly increasing, the prosumer is constantly extending their field, and set the confidence of business men in the virtue of big advertising is constantly increasing, the prosumer is constantly increasing, the prosumer is constantly increasing, the prosumer is the constant of t advertising is constantly increasing, the pros-pect for the Buffalo boom may be considered very healthy.-Buffalo Times.

THE MEANING IS PLAIN.

Fast Black Double d Tan Colors Heels and Toes S 6 Pairs Worth for Pair. 75C. Silk and Cotton Garters, roc. pair; worth 25c.

BENJ. RICHARDS, Havemeyer Building, - 26 Cortlandt St.

The above ad appeared in the evening World a few days ago. The word "SOX," although it does not appear in Webster's Dictionary, is a recognized word in the trade.

THERE'S always some good word to say in behalf of a properly worded sign in your win-dow. If it talks plainly and pleasingly, it's bound to demand attention. The cheapest window is toned up by the refreshing influence of a well-worded sign card.—Clothier and Furnisher.

VINEGAR.

Among the household necessities that every family uses constantly is one that I do not know of being as thoroughly exploited as might be. I refer to vinegar. Vinegar is of such universal use that among the 15 or such universal use that among the 15,000,oo families of the country, with pickling
and table use, the annual sale must be more
than \$5,000,000. Yet who ever asked for
any particular maker's vinegar when buying?
Apple vinegar cider vinegar and white-wine
vinegar seem to be the brands. It is usually
drawn from a fithy-looking hares!. Here is vinegar seem to be the brands. It is usually drawn from a fithy-looking barrel. Here is a field for some bright (I had almost said sharp) vinegar manufacturer. Judicious advertising in the newspapers, accompanied by a local distribution of booklets, and the putting up of the vinegar in small, neat, sealed packages for the retail trade should quickly put his goods at the front.

Here in Massachusetts we have a law for

Here in Massachusetts we have a law for the inspection of vinegar, with a heavy fine

for adulteration.

As the vinegar manufacturers in this vicinity are wealthy men there appears to be money in it.

E. L. SMITH. money in it.

ADVERTISING TOWNS.

"Advertising a city or town as a merchant yould advertise his business is of comparatively recent origin, yet during the past ten years this plan of letting the people know of the resources and advantages of a city has the resources and advantages of a city has been highly successful. I say this from a knowledge of what I am talking about, for I have been engaged in doing this class of work for several years. And I will say more: The town or city which keeps its advantages persistently before the outside world, though a cityle before the outside world. through reliable newspapers, is the place which shows the greatest increase in popula-tion and material wealth.

tion and material wealth.

"I will name three individual instances of
the hundreds in my knowledge. There is
the city of St. Louis, the smaller Southern
city of Atlanta and the little town of Crowley, La. It might seem ridiculous to place
these three towns in the same conservathese three towns in the same category, yet the same means have been used by each, and the same means have been used by each, and are still being used, to keep them always before the public notice. The city of St. Louis, with a population of over 900,000, does not consider it beneath its dignity to advertise its advantages, and a fund of no less than \$1,000,000 was raised by its commercial bodies for no other purpose than to buy newspaper space and advertise the town. Everybody knows the result. St. Louis is crowduc gradily and gaining in strength and Everypoory knows the result. St. Louis is growing rapidly and gaining in strength and influence every day. The city of Atlanta is the second instance. This city has been the wonder of the age in growth. Why? Because every newspaper in that city, every man, woman and child works continually for Atlants. The praces and the scale works. man, woman and child works continually for Atlanta. The papers and the people stand shoulder to shoulder for the town. I have seen business men in Atlanta who personally hated each other, and who would not speak on the street, get up at a public meeting and vie with each other in subscribing to any fund to advertise the city. Certainly no one can gainsay the fact that Atlants has grown under this plan. The third instance is the little town of Crowley, La. Probably no small city in this section is better known among Western people who are looking toward the South to locate. Crowley has issued tens of thousands of special numbers of its local paper, scattering them broadcast through the Western country. This is kept up month after month and the resources of Crowley are

fully displayed in these special editions. what concerted action by the people of any community can do toward building up their town and increasing values. The day is community can do toward values. The day is town and increasing values. The day is past when a town or city can grow without descripting its resources. The example set advertising its resources. The example so by such successful cities as those named i being followed by hundreds of others, and will being followed by hundreds of others, and will be followed by every town which is desir-ous of adding to its population. * * To do this work requires not only the 'pulling together' of every public-spirited citizen, but also money. Citizens must sink their indi-vidual feelings for the good of the community, and loose their purse-strings and subscribe freely and liberally. Immediate Experience results must not be expected. shows that persistent work and organization will tell."-Orange (Tex.) Tribune.

A school conducted by a lady may be missdirected, but a business college without PRINTERS' INK certainly is, even if directed by a gentleman.

DID Horace Greeley cast that famous slur on college men because they know so little about the practical side of education, such as the art of advertising?

The people who read school ads are quite capable of appreciating the best efforts of the ad writer, a fact some, if not all, school advertisers seem to overlook.

Ir all schools were judged by their ads, it is probable people would soon conclude that the use of expressive English was no longer considered an educational necessity.

THE man that knows how to advertise his school successfully knows how to run it suc ceasfully, for the prosperity his ads will bring will pay for the best talent the country commands.

An interesting write-up, such as the De-lineator is giving the leading co-educational institutions gratuitously, is a good form of advertising that schools have apparently neglected.

THE most acceptable teaching-knowledge for which the scholar will be grateful all his life—is how to make money in legitimate business enterprises. The art of advertising covers this desirable education.

GETTING out a school catalogue can be made more than merely a compilation of faculty, curriculums and scholars, if it be treated in the advertising-literary-illustrative way that the subject is capable of.

SQUEERS taught a lesson in advertising that other and better pedagogues could follow to their advantage. He announced the "attractions" of his school in the big newspapers and secured plenty of patronage.

EACH scholar attracted by a school or college means an annual increase of from \$400 to \$600 in its gross income. Therefore it takes the profit on but a few scholars to pay for all the advertising an educational institution demands.

Many in fact most, of the schools and col-leges in this beautiful land are delightfully leges in this beautiful land are delightfully situated and possess many attractions aside from their purely educational aspect, yet you never see anything of this in their ads. That's because schoolmasters haven't mas-tered the live language of advertising as well as they have the dead languages of Rome and Greece, The person who will read through a col-umn of "religious notices" is not the kind of a person who needs to be advertised for to attend church. Try a "want" ad.—F. W.

WHY is it that a church will invest a large sum in foreign missions and refuse to spend even a few dollars in an attractive ad that will bring its Sunday and other services to the notice of the heathen in its own vicinity?

Many of the young men who are enjoying educational advantages on a costly scale owe it to the advertising their fathers knew how to do successfully, an art they will find of more value to themselves than either Greek, Latin or football.

CERTAINLY the school advertiser who surveys the ads of his competitors need not feel appalled at the task of competing with them successfully, provided he possesses the advertising instinct and knows how to use the King's English convincingly.

THERE is not much of an argument for a school to print merely its name, address, and what it teaches especially when not one in ten who reads the ad ever heard of the school before. But this is much better than no advertising at all, and may bring inquiries for catalogues.

ADVERTISING devices have been numerous of late years, but none more interesting than the "advertising tricycle" now in operation in France. Its hind wheels have very wide rims, covered with a rubber tire that carries in relief the advertisement that it is desired to make known. Inking rollers above provide color for the lettering left along the road as the machine advances. The advertisement necessarily being confined to a few words, their constant repetition must attract the attention of persons streets, particularly on hard and level pave-ments, like asphaltum.—San Diego (Cal.)

MR. MANLY M. GILLAM, who for the last ten years has been writing Ex-Postmaster Wanamaker's autograph contributions to the Philadelphia newspapers, has shaken the Quaker City dust from his feet and in future will expatiate on the merits of the wares sold by Hilton, Hughes & Co., of New York. The female portion of Philadelphia's popula-tion have always regarded Ad-smith Cillam's essays as being the most interesting part of their local papers' contents, and now that these essays are to appear in New York journals, the sale of the metropolitan papers in Philadelphia is expected to largely in-

PICTORIAL display lends added value to poster advertising, but is by no means indispensable. The value of bright colors both in ink and paper for billboard usage cannot be over-estimated. The constant repetition of the name of a proprietary article which of the name of a proprietary article which ensues from advertising it upon the bill-boards possesses many virtues. It fixes it firmly in the memory of the obtuse, and when this is once accomplished its uses, merits or qualities are soon associated with it. When you use posters say your say briefly, tersely and to the point. Some peo-ple do not like to read advertisements, and never look into the advertising pages of their never look into the advertising pages of their papers and magazines. When you use the billboards they cannot help themselves, they are bound to see your poster and see it often.—Billboard Advertising, Cincinnati. THE man who to fortune would climb Must save every dollar and dimb, If good trade he would drive, He must hustle and strive, And his store advertise all the timb!

THERE'S a practical, handy receipt For merchants who fortune would meipt;

Printers' ink is its name, And it leads men to fame And they often get there with both feipt!

ADVERTISING WITHOUT NEWSPAPERS.

AN INTERVIEW WITH A RETAIL SHOR

It is not every believer in advertising who

can advertise to advantage in newspapers.
Mr. James Kilpatrick, who keeps a retail shoe store on the corner of Sixty-sixth street and Third avenue, New York, is such a man.
As the situation in which he finds himself is common to others, some account of his ex-

is common to others, some account of me sa-periences and his methods of advertising may prove of interest.
"I believe in newspaper advertising," said Mr. Kilpatrick, when I called to see him, "and have tried it in a small way, but have

"and have tried it in a small way, but have never been able to make the returns justify the outlay. You see, I am peculiarly situated. "In the first place I am out of the shopping district, and have to depend altogether on the neighborhood trade. There are perhaps five thousand people in this vicinity whom I may reasonably count on as possible customers, but to reach all of these through the newspapers I should have to use nearly every daily in the city. One may read the Sum, for instance, another the World, and so on. My business does not warrant a large My business does not warrant a large outlay in advertising, and if the volume of business was double what it is, I still could not afford to use all the newspapers that my neighbors read.

What do I do? Well, I circularize them one thing. I map out the district that I for one thing. I map out the district that I can reasonably expect to draw trade from, and two or three times a year I send a neatly gotten up catalogue to every adult resident

of this vicinity.

"I call this catalogue 'Foot-Notes, make it of a size convenient to slip in the envelopes that I use in my correspondence. try to make the text crisp and to the point, and I work in an illustration—half-tone reproduc-tions of various styles of shoes on nearly every page. Underneath each picture is a line or so about the shoe, and I try to bring out in this description he, and it it you offing out in this description he special advantages of the shoe illustrated. One shoe, for instance, I recommend for style, another for comfort, another for durability, and so on.

"Here, for instance, is what we call a 'wide ankle' shoe. It's a shoe for stout women. Here's what I say about it:

TO SOME WOMEN

Nature has been extremely lib-eral in the matter of pedal extremities.

Some are so well blessed that an ordinary shoe will not button or

ordinary shoe with the even meet at the top.

Our "Wide Ankle" Shoes are just the shoes for such women.

They're wide, extra wide, every—

They attem to stern. Prices, \$2.50 and \$3.50.

"About children's shoes I say:

"Potsey"-"Kick the Can"

And kindred juvenile games de-m and strong, thoroughly made shoes

We have that kind-

Parties and dress affairs require pretty, dainty shoes

We have that kind too

In fact, we have every kind of children's shoes, for every occasion

Above all, We are very, very careful to fit children's

feet properly— Prices 85 cts. to \$2.50.

"Russet shoes take up a good portion of my summer catalogue, and last year I hit on the idea of printing the illustrations of these shoes in russet brown ink. It cost a little more, but I think the pictures attracted more attention.

While he believes the catalogue distribution brings good returns, Mr. Kilpatrick relies to a greater extent on his show-window display. a greater extent on his show-window display. He has two large windows and changes the display in each every week. Over the door-way is a big board on which he posts illus-trated bulletins advertising various styles of shoes and this, Mr. Kilpatrick thinks, has attracted the attention of many passers-by

attracted the attention of many passers-by and brought them into the store.

Probably one of the best things ever put on this board advertised "Weak Ankle Shoes for Babies," the illustration accompanying this being three "bandy-legged youngsters in Japanese consume."

A sale of bicycle shoes was advertised, with good results, by a large placard placed in the window and illustrating the famous Brownie policeman chasing a cyclist, the figures being about three feet high and gorgeously colored. Window cards, Mr. Kilpatrick thinks, are helpful in attracting trade. One he showed

helpful in attracting trade. One he showed me-advertising cork-soled shoes-was constructed of bits of cork pasted on a pasteboard background.

Dackground.

Another ad of this store consisted of a number 16 cork-soled shoe, half of which had been cut away to show the construction of the sole. This ad attracted a good deal

of attention.

Sometimes the window cards consist simply of a price, sometimes of a catchy phrase or little jingle.

The best card he ever had (so Mr. Kilatrick thinks) was one made by fastening a shoe, sole down, upon a large circular piece of cardboard, colored a particularly vile shade of green. The card bore the price of the shoe and attracted much attention "because," says Mr. Kilpatrick, "it was so ugly."

A POLITIC ad-solicitor don't talk politics.

"ARTISTIC pen work done" appears as the ad of a man who builds pig-sties.

HE must have little skill or a poor subject who finds it necessary to scold in his advertisements.

Ir your ads do not bring the results y expect of them, don't kick the ads, but kick the man who wrote and placed them.-F. W.

THE boat, Business, has to be propelled constantly against the tide. Advertisements are the oars. Cease rowing and every moment carries you further down stream,

THE SCHOOL'S CATALOGUE.

It is the custom of American educational It is the custom of American school cata-institutions to issue an annual school cata-logue, the cost of which is considerable and the returns from which are very few. This the returns from which are very few. This is principally because the catalogue is prepared by men who are unaccustomed to successful cataloguing. The result is that the catalogue of ten years ago is almost as up-to-

date as to-day's.

The late Frank Bolles, Secretary of Harvard University, got up the best catalogues that I have ever seen. It was because he appreciated the fact that money badly spent was money thrown away, and saw that money spent on a catalogue that wasn't read was money badly spent. He appreciated, also, the advertising axiom that the man who will patronize a grocery or a university doesn't need to be appealed to as strongly as the one who is undecided. "I persuade the undecided," he would say. With these two arguments convincing him, he set out to prearguments convincing him, he set out to pre-pare catalogues that the undecided man would read. Laying aside the "census re-port" style, he wrote a crisp, attractive ac-count of Harvard's social life, athletics, libraries, museums, etc., with information on the courses of study, school, faculty and other educational topics. By combining the social and the exercity who was deciding on the boy and the parent who was deciding on the boy's school. This is proved by the rapid growth of the college while he was secretary. A finished literary style character-ized the documents-just what is lacking in most of their kind.

The Bolles plan must be adopted to make The Bolles plan must be adopted to make school catalogues pay. It will pay the little back-country academy or the New York "business college" as well as it paid Harvard University. You must issue a catalogue, and it is economy to issue the best one you can get up. The cataloguer should leave the "cut and dried" plan for the more or less intelligent reports of the U. S. Post-Office on second-class mail matter and adout Office on second-class mail matter and adopt the plan of any bright business man in issu ing a booklet, with illustrations and letter-press, that will appeal to the taste instead of being repulsive. The "report" is like a homely dog in exciting only the passing in-terest of disgust. W. J. CORCORAN.

A POSTAL REFORM SUGGESTION. By W. E. Skinner.

opinion of the second-class postal classification is that it is out of date. originally devised, I believe, to aid in the dissemination of knowledge, but in this era certainly this sort of aid is not called for.

The people who publish newspapers and magazines are rarely philanthropists (at least not in the line of their business), and they disseminate information for profit. There is no reason why they should be granted special postal privileges any more than the man who sells kindergarten alphabet blocks or slate pencils. The dissemination of knowledge is no more important than the distribution of clothing. People in isolated localities are often compelled to go without a proper sup-ply of such because of the expense of transportation. Put the question to the people of an out-of-the-way district as to whether they would rather be able to buy household necessities and have them come at a cent a pound transportation or city newspapers, and I venture to assert that the preference would be in favor of the merchandise.

I believe that sealed mail should travel by

itself and should have special attention. I also believe the postal rate on such to be fair, at least until the Post-Office Department is self-sustaining.

I would have Printers' INK go through the mails on the same basis as the New York Herald. I would have the Herald go at the same price as a bound-in-calf edition of Ten-nyson's poems, and I would have a similar rate of postage paid on a pair of boots. All these commodities are wanted by the people who order them, and I defy any person to make a good argument on why one should not be transported as cheaply as the other.

Does it not appear as though some of our postal laws were constructed upon the advice

of express companies?

My suggestion is that a postal rate of, say, eight cents a pound be instituted on all man

eight cents a pound be instituted on an mat-ter which now travels under second, third and fourth classification.

I would further suggest that the Depart-ment accept all matter in bulk, by weight, and collect fees on acceptance, or that if postage is to be placed on each piece, the law be made to read: "One-half cent per ounce or fraction thereof." or fraction thereof."

In conformity with the latter regulation it would be essential that a half-cent stamp be

issued.

It seems to me that it has been fully dem-onstrated in your columns that the only way to straighten out our postal system is to abandon all the impracticable and often ridiculous technicalities, and effect laws which are based on common sense, which is the only correct foundation upon which to build them.

THE Village Record, of West Chester, Pa., has been issued with regularity every week since 1809. It was formerly a four-page paper, 32 by 45, but has now adopted a sixteen-page form, 11 by 15. Like PRINTERS' INK, it discards the old-fashioned column rules, and, with its neat typography and suggestive heading, is one of the neatest publications that comes to the editor's table.

"THE UNIVERSITY COURIER." PHILADELPHIA, Pa., March 16, 1895. Editor of PRINTERS' INK:

As a very young apprentice in journalism, I have diligently studied the meaty columns of PRINTERS' INK for three or four years, and would express my gratitude for the many lessons derived from it.

The free manner in which you have opened

your columns to your correspondents has led me to hope that you will pardon my presuming to draw the attention of the advertising world to a field of journalism which would seem most important, and yet which is, as far as I have been able to judge totally dis-regarded in the circles of scientific advertising. This rip college world. This ripe field for advertising is in the

Three years ago, when I persuaded some of my classmates to start a weekly at the University of Pennsylvania, we found that on a low estimate some \$60,000 were annually invested by Philadelphia merchants to draw the business of the students. A prom-inent statistician estimated that the total ment statistician estimated that the total value of the students' business amounts to between two and three millions of dollars annually. To this must be added the value of the alumni's and professors' business and the large sums of money expended by the university in running expenses and improvements. The size of the amounts will show the reason for my belief in the importance of

this department of trade.

Starting with these facts as a creed, we de-Starting with these facts as a creed, we de-termined to make our paper assume a posi-tion in journalism commensurate with the importance of our clientele. The work has been the hardest kind of up-hill travel, as is all reforming of old fogyism. Yet we have succeeded in making our paper "felt" with a good substantial feeling, not only in our city, but all over the country from accounts. city, but all over the country from ocean to ocean. This fact is mentioned to show the power of the college press, and by no means as a boast.

as a boast.

The question I would present is this:
Local advertisers have been convinced by
repeated tests of the value of college adverrepeated tests of the value of college advertising. A few keen-sighted general advertisers have done the same. Why, oh! why do we not come in for a reasonable share of the "big" advertisers' business? Can PRINTERS' INK tell us how to obtain a just PRINTERS INK tell us now to obtain a just recognition? An application to the agencies elicits the reply that they are confined by advertisers to other classes of journals. A direct appeal to the advertiser is met with the statement that the selection of mediums is

left entirely to the agent. So, driven from pillar to post, we are unable to get in a word for ourselves edgewise. Pardon the length of my epistle—I speak for twenty-five hundred students, three thousand alumni and three hundred and fifty professors; about six thousand men, represent-ing, with their families, the wealthiest and most intelligent class of the community. These are directly interested in the success of the Courier, as no ordinary subscribers are. Very sincerely, Chas. T. Mulphy, Jr., Editor University Courier.

THE APPROACH OF DAWN.

15 VANDEWATER STREET, NEW YORK CITY, Mar. 13, 1895.

Editor of PRINTERS' INK:

Some day, perhaps, as you have suggested, all printed matter uncovered or in flexible covers will be mailable at a uniform rate, but in the meantime it is preposterous that the Department should make arbitrary decisions and refuse to answer plain questions

and requests for information.

Even if it be true that there has not yet been time for the ruts and obstructions in the Post-Office Department to be obliterated, the appointment of Mr. Wilson as Postmaster-General should make us confident of a speedy termination of difficulties such as you and other publishers have had with the Department. Mr. Wilson has demonstrated his willingness to work and to suffer for that half-bred theory tariff reform, the real life and soul of which is the common sense but inspiring belief that free men have a right to inspiring belief that free men have a right to trade when and where they please, regardless of political divisions and imaginary lines dividing one country from another. Mr. Wilson believes in absolute free trade. That is to say, he believes in unhindered produc-tion, exchange and distribution of labor products. There should be no difficulty in proving to him that one publisher is as good as another; that, if the printed productions of one man are entitled to second-class rates, so are those of his fellow, as long as no defi-nite, consistent and unmistakably condemn-

ing difference exists between them.

Again, Mr. Wilson, as an acknowledged leader among thoughtful Democrats, is fully aware of the unwisdom of paternal govern-

ment. He will, we may be sure, meet you more than half way when you claim the privilege of placing in PRINTERS' INK SUCH reading matter as you think will please your subing matter as you think will please your subscribers, and such advertising as you are willing to insert for advertisers, including and not excluding those concerns in which you or your friends are connected. It is not the business of government, or any department of it, as Mr. Wilson knows, to decide how you shall manage your affairs.

If Mr. Wilson ruled over the custom house department, we would expect him to comply with precise provisions of law, but to give citizens all the freedom possible as far as the law was not precise. Certainly, at the head of the Post-Office Department he will do likewise, and, as marly as may be, allow every

wise, and, as nearly as may be, allow every publisher to do that which he wills, provided the equal right of his neighbors is not encroached upon. GEORGE WHITE.

A SALVATION ARMY SIGN.

DAYTON, O., Mar. 12, 1895.

Editor of PRINTERS' INK:

The following is a good one when the cir-cumstances are considered:

"SAVED THEATER,

SEATS FREE."

A cheap theater, of the all-day and all-night variety, had rented a building on a very prominent street and began to be a nui-sance to the better element of Dayton. But the good ladies of the city took up the mat-ter and rented the whole building for the use of the Salvation Army, who now have the above-quoted phrase painted on their sign. SIDNEY ECKLEY.

TO OBTAIN LISTS OF NAMES

WESTFIELD, N. J., March 18, 1895.

Publisher of PRINTERS' INK:

PROBLEME? OF PRINTERS IN:

I have noticed in several business places in
Westfield your book called PRINTERS' INK,
which I believe to be full of valuable information. I do not know what your circulation is in town, but I have thought if you
would like to have the names of the voters in would like to have the names of the voters in town to make a canvass for subscriptions I will send them to you if you will, on the other hand, have my name placed on the sub-scription list for the book free of charge. The reason I have written you in relation to this is that other publishers have made me this offer. Very respectfully, IRVING I. ROSS, Town Clerk.

HIS IDEA OF A GOOD IDEA.

NEW YORK, March 16, 1895.

Editor of PRINTERS' INK:

I inclose a clipping from a daily paper:

An Auburn dealer covered a window with cloth, leaving convenient peep-holes. Then he put up a sign reading: "For men only," Women whose curiosity was too much for them tried the peep-holes and saw a fine array of men's night shirts, socks, collars, cuffs and neckties.

The idea seems to be a good one and leaves a good impression on any one whose curf-osity has been aroused. I think county merchants can use it to good effect. S. L. SCHWARTZ

GRIEF FOR IOHNSTON.

Pres. Model House Letter-Box Co., No. 12 St. Paul street. BALTIMORE, March 15, 1805.

Editor of PRINTERS' INK:

I think that I voice the sentiments of a majority of your readers when I assure you that I experienced a pang akin to the shock of pain which one sustains upon the loss of an inpain which one sustains upon the loss of an in-timate personal friend when my eye fell upon the mourning lines surrounding the famil-iar name of Wm. Johnston. Nor did a hasty perusal of the explanatory text afford me more than momentary relief. "Thank Heaven!" I exclaimed, "he still lives," but was sobered by the quick succeeding reflection, "but his name is Dennis if his terse, convincing, heb-domadal announcements are to be sup-pressed." pressed.

pressed."
Personally, I have no use for printers' ink, in bulk, at any price, but Johnston's ads were fast creating within me a thirst which nothing short of a barrel of his four-cent vintage could eventually have quenched.
And so, Friend Johnston, thou art not dead, but gone before—a long while before—we, thy numerous admirers, would have willed it. Thou wert ever eager for the check-accompanied order, but this unboped-for underignd—nay more unexpressed for, undesired—nay, more, unexpressed— Washington order anticipates the check of other orders which must therefrom ensue.

Seriously, Mr. Editor, I think you are making a grave blunder in weekly suppress-ing what has grown to be one of the most entertaining features of your bright, newsy sheet—I refer, of course, to Johnston's ads— for fear of violating a law which the postal authorities have neither the wit to interpret

authorities have neither the wit to interpret nor the right to enforce. Editor, to suppose for one moment that this man Craig or any other official, great or small, in or out of the Post-Office Department, can maintain in a court of equity the position of censor sans appeal, which he arrogates to himself. If the Third Assistant Postmaster-General is not hired to answer just such letters as those which you addressed him who is? And what is Craig there for if not for the purpose of imparting information which will facilitate the operations of the Department of which he is temporarily assistant head clerk? Upon what ment do these, our civil (?) service clerks, feed that they have grown so great? Yours sympathizingly, EDWARD MARKELL.

A CLOTHIER'S COBWEBS.

CANANDAIGUA, N. Y., Mar. 12, 1895. Editor of PRINTERS' INK :

That business is rather dull here nowadays That business is rather dull here nowadays is a fact; but it remains for huge cobwebs in the window of G. B. Anderson, a leading clothier, to accentuate that fact. The cobwebs, however, are purely artificial—though, at a short distance, startlingly natural, being constructed in imitation of "Straw-Hat" Fleischman; "cobweb" ad mentioned in PRINTERS' INK of February 13. In this case, however, the web is constructed of delicate however, the web is constructed of delicate one-haif inch wide white and black lace, which, with filmy tissue, makes a unique and beautiful window ad, though it would seem rather expensive unless cheap lace is used, which is not the case in Mr. Anderson's window. A couple of hideous big spiders make the effect more or less lifelike.

C. W. DARLING.

HARD ON BURKHARDT'S.

GRAND RAPIDS, Mich., Mar. 4, 1895. Editor of PRINTERS' INK:

Isn't the inclosed ad, taken from the Work-man of this city, a little hard on Burkhardt? —he, Burkhardt (the devil?), has been dead twelve months or more:

THE

ness is to do it right. The

DEVIL

Is not dead in the Furniture business, but we keep him out of our store as much as we can. We have all kinds of Frruiture and sell it at Honest Prices.

There anything more we can do than that? The

DEAD.

But we stick a

BURKHARDT'S

DANIEL PATERSON.

THE TRILBY CRAZE,

" THE BEACON," Smith & Richardson. WICHITA, Kan., Mar. 9, 1895.

Editor of PRINTERS' INK :

The Eno Furniture Co. caused to be drawn a beautiful foot of a lady which they have placed in a window, next the street, with the following up-to-date wording:

"THE ORIGINAL TRILBY'S FOOT, DRAWN BY DU MAU-RIER, IN PARIS, 1886."

and while some may have objected to it, the majority are trying to find an excuse to pass the window often.

JOSEPH W. MUSSELMAN.

THE SHORT AD POEM.

1035 TEMPLE COURT BUILDING. NEW YORK, March 13, 1895.

Editor of PRINTERS' INK :

On page 42 of to-day's issue you publish a terse verse," "Canfield Dress Shield," which the contributor thinks is as short-

The following appeared in all forms, from newspaper to illustrated card, some years ago, issued by a Memphis soap house:

BUV

TRY

PURE

SURE

HOPE

SOAP

Yours truly, LEWIS SAXBY.

A COW ADVERTISER.

"THE MCKEESPORT TIMES." | MCKEEPSPORT, Pa., Mar. 11, 1895.

Editor of PRINTERS' INK:

Inclosed is an advertisement entitled to a place in the museum, and if it is worth anything to you, you are welcome to it. "Fresh cows and bulls of my own" is particularly refreshing from several points of view.

AN EXTRA LOT OF COWS



WILL SELL FOR F. K. SPECHT, AT my farm, near Village Green, Delaware County, Pa., on

Tuesday, Feb. 12, 1895,

One car load of fresh cows and forward springers from Somerset County, Pa.

Persons wanting good cows would do well to attend this sale, as Mr. Specht represents them as one of the best car loads of cows that he ever shipped. These cows are sent here to be sold on commission, and no reasonable offer will be refused.

Be sure and attend this sale, as nedoubt a bargain can be secured.

Also, at same time and place, about fifteen head of Fresh Cows and Bulls of my own.

R. L. ROBERTS.

W. S. Abbott, Editor of Times

IN KANSAS. Wichita, Kan., Mar. 9, 1395.

Editor of Printers' Ink:



The above placard—life-size—was placed in the window of a local boot and shoe store, and every day for a week the verses beneath were changed similar to the following:

"If your feet be sound or lame We can fit 'em just the same."

It caused considerable comment, and altogether was a good ad.

WHO CAN TELL HIM?

DELEON SPRINGS, Fla., Mar. 12, 1895.

Editor of PRINTERS' INK:

Will you kindly give me the address of one or two reliable circular distribution agencies in New York or Chicago? Any one can tell me all about newspaper advertising agencies, but not about circular, pamphlet and tin tag distributing agencies. Your attention will greatly oblige.

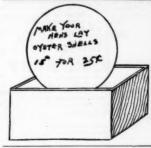
Your attention will LAMAR WHATLEY.

A GROCER'S SIGN.

Young Men's Christian Association. Towanda, Pa., Mar. 6, 1895.

Editor of PRINTERS' INK :

The inclosed is a sketch of box which has been "run" in front of a grocery store nearly all winter. You will notice the absence of punctuation.



C. W. MOOERS.

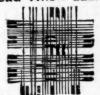
A PUZZLE, INDEED.

KANSAS CITY, Mo., March 11, 1895.

Editor of PRINTERS' INK:

I inclose an alleged puzzle advertisement from the Kansas City Star, which seems to me to be a dead loss:

Read This Puzzle.



YARDS

Twenty-Fourth and Summit Sts.

W. BOB HOLLAND.

THE BIG SIX.

SAVANNAH, Ga., Mar. 11, 1895.

Editor of PRINTERS' INK:

For general advertisers I consider the following six newspapers as most beneficial: the World, New York; the Globe, Boston; the Morning New, Savannah, Ga.; the Times-Democrat, New Orleans; the Herald-Times, Chicago; the Examiner, San Francisco. If you would have said ten, I should add to my list the Washington Post, the Philadelphia Times, the Omaha Bee, the Globe-Democrat, St. Louis.

DAVID ROBINSON.

A REVIVAL AD.

Editor of PRINTERS' INK :

There is nothing like printers' ink, even in stirring up a revival; and the following clipping, copy of a handbill recently circulated in Salamanca, N. Y., indicates how one min-ister advertises religion. Rev. Harry S. Bates was formerly a newspaper man, noted for his originality. This unique ad is evifor his originality. This unique ad is evidence that he believes in applying the same practical methods in his ministerial duties.

> What Salamanca needs most. Not A new depot, An Opera House, An Opera House A City Hall, A Trolley Line, New Churches, New Pavements, More Money, More Business,

More Fun, More Manufactories, More Newspapers,

Less Saloons, More Brains,

Not Any.

Salamanca needs most:

More Piety, More Godliness,

Salamanca needs a Revival of Back Sliders, Back Biters, Cold Christians,

Hypocritical Church Members, Time Serving Christians, Palavering Politicians, Self-Satisfied Sinners, Self-Deceived Sinners, Sin-Soaked Sinners, A Revival of Religion.

I am engaged in promoting this matter. I am working at it with "malice toward none and with charity for all." Public meetings at the M. E. church to-night.

HARRY S. BATES.

A READER.

AN EYE FITTING AD. GRAND RAPIDS, Mich., March 14, 1895. Editor of PRINTERS' INK:

Fitting the eyes is a trade.

A spectacle dealer on Monroe street who possesses just as much of scientific refraction or ophthalmascopy as the man in the moon has been monopolizing this city's optical trade for the past couple of years until some experienced scientific oppirions have located in the street of th

45 Pearl street.

The reading notice printed above recently appeared in our local papers. H. L. C.

ATTRACTIVE.

DENVER, Col., Mar. 12, 1805.

Editor of PRINTERS' INK :

I herewith inclose an advertisement clipped from the Carrollton (Mo.) Democrat of March 8th, which I think attractive :

WHO WANTS TO

GET MARRIED?

If you want to have a novel wedding send your name to Hossick, and he, together with the mer chants named below, will fit you out in style. This is your chance

Get Married Free.

If you will be married in Hossick's store, he will furnish the preacher, license, music and wedding cake

Carrollton merchants will make the following pre-ents: Seibert, the barber will give a fine shave, hair cut, etc.

Doan, the photographer, will take your

Pautier, the druggist, will add a bottle of fine perfumery.
Kelly, the jeweler, will make you a present of 12 doz. spoons.
Mirick & Minnis Grocer Co. will add a box of fine toilet soap.
The New York Store will present a gent's tie to the groom and a lady's sith handkerchief to the

bride. Poland & Crouch, the hardware men, add a set of cake, bread and paring

Knives.
Together with all this you get the Weekly Democrat one year free.
The date will be Thursday, March 2!.
Prof. Anderson's Mandolin Club will play the wedding march.

SEE ADVERTISING COLUMNS "PRINT-ERS' INK "

URBANA, O., March 12, 1895.

. . .

Editor of PRINTERS' INK:

I am soon to put a special preparation on the market for which I will need labels and cartoons, also window or hanging cards, small easels with printing thereon to stand on show cases, etc. I want the newest ideas. I have greatly admired the originality of Richard Hudnut's labels used for perfumes. The style of label I will use will be small, with extension strip to go over cork. A

Any information gratefully accepted and appreciated. Yours respectfully, George F. Stevens.

A SHORT AD POEM.

PROVIDENCE, R. I., March 14, 1895.

Editor of PRINTERS' INK :

E. L. Smith, in your issue of March 13, quotes "Canfield Dress Shield" as the shortest rhymed ad extant. What is the matter

GOFF'S BRAID BEST MADE

This is shorter than the dress shield ad by one letter and is considerably more expressive.

WALTER B. FROST.

IS THERE ANY LAW?

Office of "THE FORESTERS' MAGAZINE." Devoted to the Interests of the Ancient Order of Foresters. PARK RIDGE, N. J., Mar. 14, 1895. Editor of Printers' INK:

Inclosed is Vol. x No. x of The Borough Engls, a sheet issued on the eve of a local caupaign, printed within two days of the date which it bears, and yet purporting to be "Entered in said post-office as for transmission through the mails as second-class matter." * * Is there any law which permits a postmaster to ignore these rules because he is interested in the paper and himself addresses the sample copies or free copies, or whatever they are, to the patrons of the post-office? It seems that there are different rules for different papers, as in the World Almanac, and it may be that the rules laid down for the ordinary publisher are not inclosed is Vol. z No. z of The Borough laid down for the ordinary publisher are not intended to govern the publisher who is also postmaster. ROBT. A. SIBBALD.

Displayed Advertisements

50 cents a line: \$100 a page: 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

AD DRESSES to let, direct from letters. Good!
J. H. GOODWIN, 1215 Broadway, N. Y.

THE WAVE, San Francisco, Cal., the leading Pacific Coast so-ciety, literary and political weekly. E KAIZ PRINTE 186-187 World Bidg., New 13,000 weekly york, N.Y., alog agent.

Plain, straightforward printing (like Print-mas' lik, for instance)—that is the kind you want; that is the kind that pays; that is the kind I do. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

To prevent mutilation of boxes and packages by time. Once used will always and packages by time. Once used will always and packages by time. Once used will always and agents wanted in arge city, liberal commissions. Write for samples. Figure A Noverty Mys. Co., 250 Broadway, New York.

Printers' Ink for November 28th, 1894.

THE

YEAR BOOK

..ISSUE..

Inasmuch as the Post-Office Department will not distribute the interdicted issue of PRINTERS' INK without prepayment of postage, 10 cents a copy, on each separate book, and inasmuch as, on this account, we have fully one thousand copies on hand in excess of those intended for the ordinary demand, this is to mak, known to interested parties, everywhere, that we will receive and execute orders for this book for 10 cents each or \$10 a hundred, until the edition is exhausted, and will prepay the postage or freight in every case. Address, with CASH.

PRINTERS' INK.

NEW YORK.



For several months we have been giving you different reasons why you should use

.....

VICKERY & HILL LIST!

After all, the only reason that carries convincing weight is that

Advertisers who have used our papers have found them profitable.

We have abundant proof of this. Our columns are filled with advertisements. It will pay you to write for full particulars.

THE VICKERY & HILL CO., Augusta, Me.

C. E. ELLIS, Special Representative,

517 Temple Court, New York City.

Up and Down

The Pacific Coast.

Overland Monthly

Has Over

250,000

READERS.

FRANK E. MORRISON, Eastern Agent, 500 Temple Court, New York.

1014 Boyce Building, Chicago.

ANACONDA STANDARD,

ANACONDA, MONTANA.

A sworn statement of THE ANACONDA STANDARD's circulation for the month of July shows a net gain of 1,080 over June. While all other daily newspapers in the Northwest are ucuiting, THE STANDARD, with its "get there" policy, covers the State of Montana, a special handcar service of six hundred and three (808) miles; this in constant of the service of six hundred and three (808) miles; this in constant of the service of circulation there are no service of the service of circulation the service of th

E. KATZ, EASTERN AGENT,

186 WORLD BUILDING.

NEW YORK CITY.

Established 1867.

THE INDEPENDENT,

HELENA, MONTANA.

Helena is the railroad, commercial and financial center of Montana; Capital and County Seat.

THE INDEPENDENT is the best medium to bring results in the Treasure State; it circulates in every town, mining camp and stock range in the State.

ONE OF THE BEST FIELDS FOR ADVERTISERS IN THE UNITED STATES.

THE INDEPENDENT covers it.

PUBLISHED SEVEN DAYS A WEEK.

WEEKLY, EVERY THURSDAY.

Ohio State Journal.

Established 1811.

Leading Newspaper Of Central Ohio.

Daily—Circulation 12,750, only morning newspaper printed at Columbus, a city of over 100,000, and reaching by early trains the best portions of Central and Southeastern Ohio.

Sunday—Circulation over 17,000, without a rival in its field, being the only newspaper circulated in Columbus on Sunday that prints all the telegraphic and local news. An especially good medium for classified advertisements.

Weekly—Now issued as a twice-a-week editior, on Tuesday and Friday. Circulation 22,000, chiefly among the farming communities of Central, Southern and South-castern Ohio, reaching more homes in this region than can be done with any other publication.

OHIO STATE JOURNAL CO.,

The Gain of One New Customer...

would more than pay for your advertisement in "The Banker and Tradesman" for a whole year. Don't you think that 780,000 copies of your advertisement, distributed and permanently filed in the 15,000 best business houses in Massachusetts, could result in more than one profitable acquaintance?

The Banker and Tradesman

is a high-class, high-priced paper. Its subscribers take it because they are interested in financial news. That indicates that they have money to buy what they want. Have you got it?

Why not tell them so?

The Banker & Tradesman Co.

220 Devonshire St., Boston, Mass.

Farm News

PUBLISHED BY

The Hosterman Publishing Company,

Springfield, Ohio.

GEO. S. BECK, Ad Manager.

"A dead sure thing" in this world of woe
Is an ad of the FART NEWS kind.
A nice written "blow" that makes a good show,
And that keeps the people in mind.
Key your ad! Then proceed! Don't you have need
To find what result may be?

Come, sow your seed among those who read, And rich harvest you're certain to see.

A GUARANTEED CIRCULATION.

A LOW AD RATE.

ABUNDANT RETURNS CERTAIN.

No Claims

No Affidavits

No Promises

No Rebates

No Discrimination

BUT -

THE CALL

OF PHILADELPHIA

Will Give Every Advertiser

A FAIR RETURN

For his Investment in its Columns.



EDGAR M. HOOPES.

WILMINGTON, DEL.

R·I·P·A·N·S

Why a Dyspeptic May Do Well to Incur the Expense of Consulting a Physician.

Mr. Bert M. Moses, the advertisement and business writer of 502 3d st., Brooklyn, relates that he recently had occasion to consult Dr. J. S. Carreau, a wellknown physician of 18 West 21st st., New York City, for a stomach trouble which was pronounced a type of dyspepsia. "After consultation," writes Mr. Moses, "the Doctor gave me a prescription, and I was somewhat surprised to note that the formula was nearly identical with that of a certain proprietary remedy for which I had, on more than one occasion, prepared advertising matter.

"I had Dr. Carreau's prescription filled, and it proved satisfactory, giving quick relief. A week later, when I had taken all the medicine, I again called on the Doctor and mentioned the similarity of his prescription and the proprietary remedy spoken of, showing him both the remedy itself and the formula. The Doctor was at first somewhat inclined to criticise what he called patent medicines, but appeared to be surprised, if not embarrassed, when he noted to what extent his own prescription conformed to the formula I showed him. It was practically the same. After a short time devoted to noting the careful manner in which the proprietary medicine was prepared, he wound up by prescribing it for my case. Of course I had to pay him for telling me to do this, but it was worth the cost to have such high professional assurance that the advertised article was, in fact, the scientific formula that it purported to be. It might appear that there was no sense in my going to him for advice in the first place. I might have taken the proprietary medicine in the beginning and saved the Doctor's fee, but I think the confidence I have acquired in the efficacy of the remedy, through the Doctor's indorsement of it, is well worth the fee." The proprietary remedy to which Mr. Moses refers is Ripans Tabules.

Manager of the Foreign
Advertising of THE CALL.

Ripans Tabules: sold by druggists, or by mail if the price (so cents a box) is sent to The Ripans Chemical Company, No. 10
Spruce Street, New York.

Special School Rate



For insertions during months of May, June, July, August, September.

Put Them On Your List.

Sunday School Times,	ne cac	60c.
Lutheran Observer, Presbyterian Journal, Ref'd Church Messenger, Episcopal Recorder, Christian Instructor, Lutheran, Christian Recorder,	.09 .05 .05 .04 .04 .03	30c.
For I let	-	900

Without the Christian Recorder (African Methodist) 88c.

Because we believe Educational Institutions are worthy of all the help we can give them and their aumouncements to be of special interest to our readers, we name a very special rate for them. The discount is so large that no further concession is possible either for space or time.

For the cost of an Educational advertisement in any of the papers, or the list, multiply the above rates by the number of insertions and the number of lines (14 lines to an inch).

THESE prices are named for Educational announcements only, and only for insertions during months of May, June, July, August and September. They are the lowest ever accepted for any business, no matter what the space or time.

These papers reach more than 220,000 Christian homes. Their readers believe in education, and have the means to pay for it. Their children go somewhere to school. Whether denominational or undenominational, any school can use some, or all, of these papers to advantage. They are the representative papers in their respective denominations published here, and they give unusual prominence to school announcements.

If you want some of these scholars for your school you need to say so in these papers.

THE RELIGIOUS PRESS ASSOCIATION,
1200 Chestnut Street, Philadelphia, Pa.

THE

Dayton, Obio, Press

Has a way distinctly its own of "hitting the mark" with Creedmore accuracy for those who advertise in it, Our advertisers realize this. For example, Dr. W. O. Coffee, the eminent eye and ear specialist, thus writes:

C. W. FABER, Manager EVENING PRESS:

DEAR SIR: I think the EVENING PRESS as an advertising medium is the best in this section of the State to reach the people. The first "ad" I put in your paper cost me \$3 and brought in \$55 worth of business three hours after publication. I do not think any advertiser can afford to advertise in Dayton without using the PRESS to reach the masses of the people. Wishing you continued success with your paper, I am, Yours very truly, W. O. COFFEE, M. D.

Another keen man of the commercial world is Dr. Lindley, Western advertising manager of the Munyon Remedies. Dr. Lindley has studied advertising until he has reduced it to the perfection of an art. When it was determined to place the Munyon Remedies in Dayton, Dr. Lindley gave careful and exhaustive consideration to all the daily papers of the city, and selected THE PRESS as the chief medium reaching the people by advertising, and also as a depot of distribution.

Results proved the wisdom of Dr. Lindley's selection. The Munyon Remedies had and are having a wonderful sale in the Gem City and surrounding towns where The Press is circulated. Dr. Lindley before leaving Dayton gave enthusiastic utterance to the belief that The Press has no equal in Dayton as an advertising medium, and accomplished more than any local newspaper possibly had the circulation or reputation to do.

LOUIS V. URMY, Eastern Manager, Times Building, New York.

Doubt There Can Be No Doubt About

The Peterson Magazine

It Pays Advertisers

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Penfield Pub. Co. 109-111 Fifth Ave., New York.

-

FRANK E. MORRISON, Special Agent, soo Temple Court, New York. · ESTABLISHED 1854. ·

THE AMERICAN ISRAELITE, Cincinnati,

THE CHICAGO ISRAELITE, Chicago.

Edited by RABBI ISAAC M. WISE,

The oldest, most largely circulated, and most influential Jewish Journal in the world.

The National organ of American Judaism,

Has in proportion to numbers the wealthiest constituency in the country.

Printers' Ink of January 23, 1895, says:

THE ABERCAN ISSABLITE, of Cincinnati, is credited with the largest guaranteed circulation of any Jewish paper in the United States, viz. 23,780 copies. It is edited by Rabbi Issac M. Wise, the most prominent exponent of radical Juda'sm in America, and altogether is an excellent newspaper. Its matter is entirely original, which is not true of all Jewish papers, some of which employ "plate" or "patent insides" to a limited extent

Special Rates to Hotels and Schools.

For advertising rates address,

LEO WISE & CO.,

CINCINNATI, O.

OR GEO. P. ROWELL & Co., 10 SPRUCE ST., NEW YORK

SEEDSMEN!

When making up your list for 1895 do not overlook the following

PRACTICAL REASONS WHY

YOU SHOULD USE

The National Presbyterian The Westminster Endeavorer.

THIS ALSO APPLIES TO ALL OTHER ADVERTISERS.

1.—The NATIONAL PRESEYTERIAN will reach every active minister in the Presbyterian Church (North and South) and Dominion of Canada. It will also reach every Sunday School Superintendent in the Presbyterian Church in the same territory.

2.—The Westminster Endeavorser will reach the President and the Secretary of every Christian Endeavor Society in the Presbyterian Church in the United States and Dominion of Canada.

3.—Every copy (in excess of our regular list) will reach people who will be interested in its contents, and a large per cent have asked us to mail them sample copies with a view to subscribing. This materially increases their value as advertising mediums.

4.—The combined guaranteed circulation will not fall below x00,000 COM-PLETE COPIES each issue.

5.—A new dress of type has been placed on both papers. Future issues will be printed from electrotype plates and consist of sixteen pages and cover (twenty pages in all), stitched and trimmed.

6.—We reach the most liberal buyers of good goods in the world, and in order to enhance the value of our papers as advertising mediums we agree to reimburse direct loss to our subscribers occasioned by misrepresentation in our advertising columns.

7.—Advertising orders for the NATIONAL PRESEYTERIAN and the WEST-MINSTER ENDEAVORER will be accepted on the following condition:

"A combined circulation of 100,000 COMPLETE COPIES is guaranteed each issue (commencing December, 1894), to be proved by post-office receipts. Should any edition fall below 100,000 complete copies, no charge is to be made for advertising in such issues."

8.—Combination Advertising Rates: Display, 65 cents per agate line, each insertion. Discounts, 3 months, 10 per cent; 6 months, 15 per cent; 12 months, 20 per cent. Reading Matter is charged 25 per cent more than display for space occupied, agate measure.

ADDRESS CORRESPONDENCE PLAINLY,

STANDARD PUBLISHING COMPANY, INDIANAPOLIS, IND.

Eastern Representatives:

BURDETT BROTHERS, 258 WASHINGTON STREET, BOSTON, MASS.

AND TRIBUNE BUILDING, NEW YORK CITY.

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You Want

present circulation

and not that of a year ago. This is what we are prepared to give you in the Daily, Sunday and Weekly

Memphis Commercial Appeal

Eleven lines of railroads carry the Daily and Sunday editions in all directions. These two editions alone thoroughly cover the 800 miles of fertile territory between St. Louis and New Orleans. The Weekly goes everywhere over the South.

Results...

are what you want and you get them when you place your advertisement in the COMMERCIAL APPEAL.

A. Frank Richardson,

Tribune Building, New York. Chamber of Commerce, Chicago. ととととととう マママママ

A Sure Test

One of the shrewdest advertising men in the country once remarked, "show me the paper that carries the largest number of 'Want' and other small ads, and I will show you the best and most widely circulated paper in that town."

Evening Star___

has always enjoyed that distinction in Washington, and the quantity and quality of its circulation proves this assertion.

It has more than double the number of small ads of any other paper in Washington, because it is a "home" paper.

It goes into 82½ per cent of the occupied houses of the city, and it is presumed that the 17½ per cent who do not take it at home either buy it on the street or are too poor to afford a daily paper.

New York Representative:

L. R. HAMERSLY.

40 Potter Building.

THE

ST. PAUL GLOBE

For 1894

Carried 20% more Foreign Advertising

Than for 1893.

THIS IS A PRETTY GOOD SHOWING FOR THESE TIMES OF SO-CALLED "DEPRES-SION," WE KNOW NOTHING OF IT......

Because it is the Best Morning Paper in the Northwest

HEW YORK OFFICE :

No. 517 TEMPLE COURT, C. E. ELLIS, Manager.

Country Weeklies and City Dailies

require advertisements as different as posters and circulars.

Adapting the ad to the medium isn't a simple undertaking.

Such problems as these make advertising a profession. We are professors; have tact and training in advertising methods; employ specialists in every branch. Write



Lord & Thomas,

Newspaper and Magazine Advertising,

45-49 Randolph Street, CHICAGO.



NEW ORLEANS

HAS JUST COMPLETED

One of the finest systems of Electric Railways in the World

※ THE ADVERTISING

ontrolled by arleton & Kissam

FROM APRIL 1st, 1895.



FOR RATES APPLY TO

50 Bromfield Street, Boston.

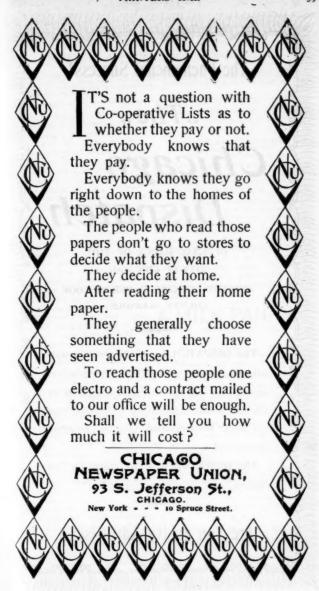
Postal Telegraph Building, N. Y.

Hennen Building, Carondelet and Common Sts., New Orleans.



9,000 Full-time Cars.

54 Principal Cities . . United States and Canada.



The Phenomenal Success!

..The ..

Chicago Dispatch

OFFICIAL PAPER OF THE CITY OF CHICAGO,

AND THE OFFICIAL PAPER OF COOK
COUNTY, ILLINOIS,

The DISPATCH has broken all journalistic records and to-day occupies a position among the Chicago afternoon dailies, as to circulation and advertising patronage, that has never been equaled save by one other newspaper.

The DISPATCH is a live paper for live readers.

Are You a Live Advertiser?

ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS INK is a clearing-house for ideas—this is the retail branch.

Gillam, who has been known for years spending the other \$20,000. as "Wanamaker's \$10,000-a-year advertising man," has come to New The recent advertisements of Hilton, Hughes & Co. have shown plainly the impress of his genius.

Ten thousand dollars a year seems to be a big salary. To a great many people it seems a remarkable salary for an advertising manager to receive. Most business men think that they are competent to conduct this department of their business for themselves. If they employ assistance in it this assistance is rendered by a man who is merely a little more than a clerk, and who does what he is told to do. There never was a greater mistake. I know never was a greater mistake. of a concern which spends \$20,000 to \$25,000 a year for advertising. think that \$1,000 per year is about the right salary to pay to an advertising manager, and yet a good man in that position could take from \$12,000 to \$15,000 a year and get better results than the cheap one does with \$25,000. That fact has been demonstrated in this particular store, and yet they believe that it is economical to hire the \$1,000 man. There is a furniture store in New York which, I am informed, spends from \$50,000 to \$70,000 a year in advertising. I would be willing to wager that I could take \$35,000 per year and get better results than these people are now getting. I believe I could take that much money and sell more goods than they are now selling with \$70,000, and yet I have no doubt in the world that these people would laugh at me if I were to propose to do their advertising at a salary of \$10,000. In this case the advertising system and matter are particularly bad. The percentage of saving that a good man could ordinarily make would probably not be so great. I do not believe there is a store in the country spending \$25,000 a year which cannot be better advertised with \$20,000. I do not believe there is such a store that would not be

I am glad to know that Mr. M. M. good man \$5,000 of the money for

"THE MARITIME GROCER AND COMMERCIAL REVIEW."
HALIFAX, N. S., March 5, 1895.

Mr. Charles Austin Bates, New York: DEAR SIR-The jingle of the repetition of the word pan strikes me as euphonious, and, what is better, trade-producing. You will note that its composer evades claiming for

note that its composer evades claiming for his article the very merit which one would imagine or expect from him because of his assertion that "A milk pan that will tain the milk is not a good milk pan." I enjoy your weekly articles in Printers' Ink. Briefly yours,

J. C. Stewart, Editor.

The advertisement mentioned, which I reproduce below, is a very good one for one particular reason. Its statements are made in a perfectly direct manner. There is no beating about

MILK PAN

That will taint the milk is not a good milk pan.

A lot of people used to think that an earthenware pan was the only really satisfactory milk pan, until they used

The Eddy Indurated Fibre Pan. And now they won't have any other.

The advantages of this ware are Cheapness, Lightness and Durability. Quotations Lower than ever.

JOHN PETERS & CO., Agents, HALIFAX, N. S.

It seems to tell the story plainly, without thinking how it is going to sound. It is not written in the ordinary "advertising English," which is generally stilted and awkward. This style of writing and thinking is one of the best things an advertiser can learn.

The Davis Laundry, Rochester, N. Y., send me two or three of their recent advertisements, which they say have paid them very well. They have the merit of perfect plainness and directness of statement. One of them very much ahead if they were to pay a is particularly good, because it contains an idea which could be adopted, I believe, by all laundries, with profit to themselves and comfort to their customers. Here is the ad:

WE SEW ON **BUTTONS**:

Insert new neckbands on shirts; in fact, take just as good care of your linen and underwear as the most thrifty housewife,

Without Charge.

While our laundry work is as near per-fection as the best machinery and skilled hands can produce. Critical customers are the kind we want, for they prove our best advertisers.

DAVIS LAUNDRY.

79 and 81 Stone Street.

Telephone 1277.

BOSTON, Mass., March 9, 1895.

Mr. Chas. Austin Bates:

DEAR SIR—I have read PRINTERS' INK for many moons and would like to know if an'ad with three, four or five words in heavy black type and an inch or two of fine print is the only style you consider A No. 1? I'm tempted to ask because such ads are the only samples, so far, in your "retail department." Very truly, F. W. ROBINSON.

The display used in the ready-made ads is necessarily very much the same at all times and in all cases. The space is so small that only the matter of each advertisement can be given. The display must be left largely to the ingenuity of the advertiser, or to the printer who sets the ad in the paper.

As a matter of fact, I do believe that display head-lines, followed by tolerably solid type, make the best form for an advertisement. This is a general statement and should be considered in a general way. There are many exceptions. However, I believe that nearly all retail advertising should take some such form. I have found that it worked well in almost every line of business, under almost all conditions and in almost every place that it has been tried. I think that it is high time that the old idea that display is the most important part of an advertisement was exploded. The display of an ad is a matter of secondary consideration. It is important, but there are other things more important. Display does not necessarily mean an eccentric arrangement of the matter in an advertisement. An advertisement is well displayed when it is arranged so that it will attract the attention of the casual reader. It may do this and still not be very pretty. It may not appeal to the critical taste of the artistic job compositor. There may not be anything very æsthetic about it, but if it is seen it is displayed. I am inclined to think that a single, pertinent headline will accomplish this result as well as anything else except, perhaps, an attractive illustration. A combination of the two is better than either, and when they are used I believe it makes no difference how solid the reading matter of the advertisement is, so long as it is all necessary to convey the meaning of the advertiser.

BREWTON, Ala., March 7, 1895. Editor of PRINTERS' INK :

Editor of Printers ink:

Dear Sire—We receive your little journal
regularly and are always interested in its
bright pages. We are strong believers in
printers' ink and use both of our local papers
and change our ads every week. We inclose
you a sample, prepared by our Mr. Finlay,
which appeared in to-day's Standard Gauser,
and would like to know your opinion of its
merits. Yours very truly. merits. Yours very truly, FINLAY & FOSHEE, per J. E. F.

=

The advertisement sent is good in display and matter. It contains two or three inches which might well be made use of by others, and the display is as attractive as any I have seen recently:

The Weather AND The Almanac.

The weather governs the sale of ready-made Clothing, and orders for Tailoring are booked by the calendar.

are booked by the calendar.

We are having some typical spring days
now. They make a man feel like donning
lighter and brighter Clothing, and coming out a new man.

Our ready-made stock is arriving every day. Enough already on our counters to fit up 300 men with new suits.

New tariff prices on perfect fitting Clothing. Suits from \$6.00 to \$20.00.
We fit the tall, the short, the large, the small.

FINLAY & FOSHEE,

Brewton's Greatest Clothing Store.

N. B. Every man will want a new hat this month. Our stock is now complete. **

From Montana a reader of PRINT-ERS' INK writes to inquire about a plan for advertising a retail coal business. The best way to advertise a business is to advertise it. That means—tell people about it. That means—use newspaper space and circulars and dodgers and street car space, and everything else that you think people will see. This particular coal business is not yet started. It will be a new thing to the people, and as such will require more advertising at first than it will after a while. The advertising that is done at first is merely a foundation upon which the superstructure of future business is to be built.

The best general rule I know of in advertising "anything, anywhere, anytime" is to use the newspapers as far as they will go. If there is some territory that they do not reach, or do not cover, take up something else. whatever is necessary to reach that territory, but do not skimp your newspaper space to do it. I would rather have a small territory thoroughly covered than a big one merely skimmed over. I would rather be perfectly sure that all of the readers of one paper knew all about me and my business than to take such a small ad in three or four papers that only a sprinkling of the readers of each would be aware of my existence.

In a recent advertisement of PRINT-ERS' INK Wolstan Dixey made use of a very apt simile which bears on this He said "Bunch your hits." subject. If a baseball team makes nine hits, one in each inning of the game, they may not score a single run, but if they will bunch the nine hits all in one inning it will be the hardest kind of hard work to keep them from scoring two or three runs. If you sprinkle a lot of one-inch ads over a dozen papers you will not hit anybody very hard. If you put a twelve-inch ad in one paper there will be a few people at least who will find out all about you.

For Dry Goods-(By Jas. MacMahon).

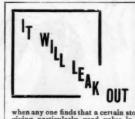
Left-Over Silks.

This will prove profitable reading to all who attend our Monday's Sale. They will not require to don their thinking caps to estimate our loss and their gain. The remnot require to don their thinking caps to estimate our loss and their gain. The rem-nants are short and long—some plain—some figured—some striped—some fancy—and the prices are just about one-third what they would cost you if cut from the piece. Come early, secure your choice and avoid the crush. For Druggists-(By R. L. Curran).

tired, weak, ill, run down, sort of out of sorts-all these are conditions of existence that call for a tonic. The man who takes the right tonic recovers from the "sort of" habit. He is well. The same result follows with women. The eyes sparkle, the cheeks round out, the step is elastic and the whole being is brisk and cheerful.

Smith, the Druggist, can give you the right tonic.

For Drugs.



when any one finds that a certain store is giving particularly good value in anything. It has gotten around to

SPONGES

with us again. Odd shaped eces will accumulate in a year's selling. On Monday we shall throw a lot of these in the window together at roc. each. They were 15, 25, 35 and 40c. but will stand at 10c. until sold.

H. H. HAY & SON, Middle St.

For Dry Goods-(By Jas. MacMahon).

Stockings For Spring...

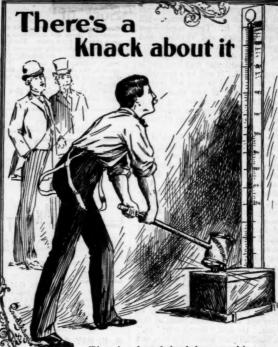
Forerunners of spring, our own imporroretuners of spring, our own impor-tation—perfect in make and shape—none better. The styles and colors are attract-ive, but not more so than the prices, which are regular business stimulators. Watch the result.

For a Newspaper-(By R. L. Curran).

USE THESE CO

for crutches; you will be surprised at the strides lame business will take.

For Sale at the Bugle



There's a knack in doing anything.

Knack is short for "know-how." When a
man knows how to do a thing people say "he
has a knack."

So-but how did he get it?

Learned it!

Our clients tell us that we have the knack of successful advertising. And so we have, but it's a knack that has cost us 30 years' experiment and study and hard work.

It is at your service.

The Geo. P. Rowell Advertising Co., 10 Spruce St., New York.